

Responsive Management™



NEW HAMPSHIRE RESIDENTS' OPINIONS ON AND PARTICIPATION IN OUTDOOR RECREATION

**Conducted for the New Hampshire Fish and Game Department
by Responsive Management**

2010

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EXECUTIVE SUMMARY

INTRODUCTION AND METHODOLOGY

This study was conducted for the New Hampshire Fish and Game Department (the Department) to better understand public opinion on and attitudes toward the Department's programs and services; to examine public participation in outdoor recreation activities and satisfaction with outdoor recreation opportunities in the state; to assess whether Department services and priorities align with public perception, needs, and expectations; to identify gaps in programs, services, and/or communication and outreach efforts; and to examine differences in values and perceptions that exist across various socioeconomic and demographic categories. The study entailed a telephone survey of New Hampshire residents ages 18 years and older.

For the survey, telephones were selected as the preferred sampling medium because of the almost universal ownership of telephones among New Hampshire residents; both landlines and cell phones were contacted in their proper proportions in the state. Additionally, telephone surveys, relative to mail or Internet surveys, allow for more scientific sampling and data collection, provide higher quality data, obtain higher response rates, are more timely, and are more cost-effective. Telephone surveys also have fewer negative effects on the environment than do mail surveys because of reduced use of paper and reduced energy consumption for delivering and returning the questionnaires.

A central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. The telephone survey questionnaire was developed cooperatively by Responsive Management and the Department. Responsive Management conducted a pre-test of the questionnaire to ensure proper wording, flow, and logic in the survey. Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. The survey was conducted during December 2009 and January 2010. Responsive Management obtained a total of 1,005 completed interviews. The software used for data collection was Questionnaire Programming Language.

The analysis of data was performed using Statistical Package for the Social Sciences as well as proprietary software developed by Responsive Management. Throughout this report, findings of the telephone survey are reported at a 95% confidence interval (or higher). For the entire sample of New Hampshire residents, the sampling error is at most plus or minus 3.09 percentage points. Sampling error was calculated based on a sample size of 1,005 and a population size of 1,014,679 New Hampshire ages 18 years and older.

IMPORTANT NATURAL RESOURCE AND OUTDOOR RECREATION ISSUES

- In an open-ended question (which means that no answer set is read to respondents, who can respond with anything that comes to mind), New Hampshire residents were asked to name the most important natural resource issues affecting New Hampshire. By far, the top response is water quality (33% named this), followed by habitat loss/fragmentation (15%), water quantity (12%), urban sprawl (9%), pollution in general (8%), air quality (7%), low game populations (6%), and renewable energy issues (5%)—all with at least 5%.
- A similar open-ended question asked residents to name the most important outdoor recreation issues affecting New Hampshire. Not enough outdoor recreation opportunities (13%) was the top response, followed by a multitude of issues each with no more than 7% saying it is an important outdoor recreation issue. The top three, all at more than 5%, are pollution or litter at facilities (7%), biological diversity (7%), and preservation of greenspace (6%).

KNOWLEDGE OF AND OPINIONS ON CONSERVATION AND MANAGEMENT OF NATURAL RESOURCES

- New Hampshire residents are about evenly split between saying that they know *a great deal* or *moderate amount* (47%) about conservation issues in New Hampshire and saying that they know *a little* or *nothing at all* (52%) about them.
- Two questions explored New Hampshire residents' knowledge of the state agency responsible for management and conservation of wildlife resources in New Hampshire. While a large majority of state residents (75%) know that there is a state agency responsible for management and conservation in New Hampshire, only 58% could name it (or name a close derivative).

- A large majority of New Hampshire residents agree (71%) with the statement, “I can make a significant difference in protecting fish and wildlife habitat”; meanwhile, 21% disagree.

VALUES ASSOCIATED WITH NATURAL RESOURCES AND OUTDOOR RECREATION

- In a basic question, the overwhelming majority of New Hampshire residents (92%) say that outdoor recreation is *very* or *somewhat* important to them personally (mostly *very* important—71%).
- The survey had a series of four questions about efforts of the Department, and respondents were asked to indicate the importance of each effort. Each of the four questions has a large majority saying the effort is *very* important (from 72% to 85%), and nearly all respondents say each effort is *very* or *somewhat* important (from 94% to 99%).
 - Natural areas exist in New Hampshire for enjoying and experiencing nature (85% say this is *very* important; 99% say it is *very* or *somewhat* important).
 - Fish and wildlife populations are being properly managed and conserved in New Hampshire (84% say this is *very* important; 97% say it is *very* or *somewhat* important).
 - Ecologically important habitats and lands in New Hampshire are being protected and preserved (81% say this is *very* important; 97% say it is *very* or *somewhat* important).
 - People have the opportunity to view wildlife in New Hampshire (72% say this is *very* important; 94% say it is *very* or *somewhat* important).
- Similar to the above question, an overwhelming majority of New Hampshire residents (97%) say that funding to conserve wildlife resources in New Hampshire is *very* or *somewhat* important (again, mostly *very* important—74%).

PARTICIPATION IN OUTDOOR RECREATION, AND MOTIVATIONS FOR PARTICIPATING

- Just under three-fourths of New Hampshire residents (72%) participated in any type of outdoor recreation activity in New Hampshire in the past 2 years.
 - When asked in an open-ended question to indicate their most important reason for participating in outdoor recreation in New Hampshire, residents most commonly give an answer related to fun and enjoyment (33%), for exercise and health benefits (27%), or to be out in nature (20%).
- Hiking is the top-named outdoor recreation activity when New Hampshire residents are asked to name the *single* outdoor activity in which they participated the most in the past 2 years: 25% of New Hampshire residents said hiking is their top outdoor activity, by far the top activity. Eight other activities have at least 3% of residents who say it is their *primary* outdoor recreation activity: freshwater fishing (5%), camping in a tent in a campground (4%), hunting (4%), fishing in general (i.e., both freshwater and saltwater fishing) (4%), skiing (4%), ATV and/or snowmobile use (3%), motorboating (3%), and swimming (3%).
- The survey obtained information on days of participation in five activities: wildlife viewing away from home, hiking, using a Wildlife Management Area, canoeing/kayaking, and using a freshwater body (lake, pond, or river).
 - Regarding days of *wildlife viewing* away from home among New Hampshire residents: 40% did not participate at all; about a third (32%) participated for 20 days or less; and 19% participated for more than 20 days.
 - Regarding days of participation in *hiking*: 46% did not hike at all; 39% hiked for 20 days or less; and 11% hiked for more than 20 days.
 - Regarding days of use of *Wildlife Management Areas*: 65% did not use them at all; 26% used them for 20 days or less; and 5% used them for more than 20 days.
 - Regarding days of participation in *canoeing/kayaking*: 63% did not participate at all; 34% participated for 20 days or less; and 3% participated for more than 20 days.
 - Days of participation in using a *lake, pond, or river*, other than for canoeing, kayaking, or the respondent's primary activity (i.e., for secondary activities) was analyzed: 53% did

not participate at all; 36% participated for 20 days or less; and 9% participated for more than 20 days.

- In addition to the analyses above regarding days of participation, the question was crosstabulated by primary activity for four activities: fishing, hunting, camping, and skiing/snowboarding. The percentages here are out of *participants who named the activity as their top activity* rather than out of all respondents.
 - Regarding days of participation in *fishing*: 56% of anglers fished for 20 days or less; and 38% fished for more than 20 days.
 - Regarding days of participation in *hunting*: 32% of hunters hunted for 20 days or less; and 66% hunted for more than 20 days.
 - Regarding days of participation in *camping*: 85% of campers camped for 20 days or less; and 14% camped for more than 20 days.
 - Regarding days of participation in *skiing or snowboarding*: 76% of participants participated for 20 days or less; and 21% participated for more than 20 days.

SATISFACTION WITH OUTDOOR RECREATION, AND CONSTRAINTS TO PARTICIPATION

- Satisfaction with their primary outdoor recreation activity in New Hampshire is fairly high, with an overwhelming majority of participants (95%) saying that they were satisfied (mostly *very satisfied*, 74%) with their experiences in their primary activity in the past 12 months.
 - For several specific activities, the survey asked participants to rate their satisfaction with the activity: wildlife viewing away from home, hiking, using a Wildlife Management Area, and canoeing/kayaking. For these activities, the survey asked those who said it was their primary activity to rate it, and the survey also asked those who participated but who did not indicate it as being their *primary* activity to rate it; these results were then combined, when necessary, to give ratings among all participants. For an additional type of activity—using a freshwater body (lake, pond, or river)—respondents who had used a water body were asked to rate their satisfaction with it for activities *other than for* canoeing, kayaking, or their primary activity (i.e., for any secondary activities).

- The overwhelming majority of participants in *wildlife viewing* away from home (95%) are satisfied with their wildlife viewing experiences in New Hampshire in the past 12 months (mostly *very* satisfied—63%).
- Nearly all hikers (98%) are satisfied with their *hiking* experiences in New Hampshire in the past 12 months (mostly *very* satisfied—78%).
- The overwhelming majority of those who used a *Wildlife Management Area* in New Hampshire in the past 12 months (94%) are satisfied with their use of Wildlife Management Areas in the past 12 months (mostly *very* satisfied—68%).
- The overwhelming majority of canoeists/kayakers (95%) are satisfied with their *canoeing/kayaking* experiences in New Hampshire in the past 12 months (mostly *very* satisfied—79%).
- Those who had used a freshwater body (lake, pond, or river) overwhelmingly are satisfied (97%) with their experiences *using a freshwater body* (mostly *very* satisfied—68%).
- The satisfaction question regarding respondents' *primary* activity can be analyzed by breaking down the results by the activities that respondents named, allowing an examination of satisfaction about activities in addition to the five activities discussed above. Note that these ratings are by those who say the activity is their *primary* outdoor recreation activity.
 - The overwhelming majority of anglers (91%) are satisfied with their *fishing* (both freshwater and saltwater) experiences in New Hampshire in the past 12 months (mostly *very* satisfied—65%).
 - The large majority of hunters (76%) are satisfied with their *hunting* experiences in New Hampshire in the past 12 months (nearly half were *very* satisfied—48%).
 - The overwhelming majority of campers (97%) are satisfied with their *camping* experiences in New Hampshire in the past 12 months (mostly *very* satisfied—79%).
 - All of the skiers/snowboarders interviewed (100%) are satisfied with their *skiing/snowboarding* experiences in New Hampshire in the past 12 months (mostly *very* satisfied—79%).

- Outdoor recreation participants were asked to name, in an open-ended question, any important issues related to their primary outdoor activity in New Hampshire. Overall, the top responses relate to access to nature (15%), proper upkeep of areas (13%), litter/pollution (11%), health of wildlife populations (8%), safety (6%), and overuse of resources (5%)—all at 5% or more.
- Issues related to wildlife viewing away from home, hiking, using a Wildlife Management Area, canoeing/kayaking, and using a freshwater body (other than for canoeing, kayaking, or their primary activity) are also shown.
 - Top *wildlife viewing* issues are overcrowding/development, availability of wildlife, and access to areas.
 - Top *hiking* issues include litter, access-related issues, and proper upkeep of areas.
 - Top issues relating to use of *Wildlife Management Areas* are litter/maintenance of areas and access-related issues.
 - Top issues related to *canoeing and/or kayaking* include access-related issues, litter/pollution/water quality, and proper upkeep of areas.
 - Top issues related to *using a freshwater body* other than for canoeing, kayaking, or their primary activity are pollution/water quality, access-related issues, and speeding by boaters and jet skiers.
- The issues question regarding respondents' *primary* activity can be analyzed by breaking down the results by the activities that respondents named, allowing an examination of those issues related to those activities, in addition to the five activities discussed above. Note that these issues are among those who say the activity is their *primary* outdoor recreation activity.
 - Top issues related to *fishing* include health of fish populations, litter/pollution, access-related issues, safety, and proper upkeep of areas.
 - Top *hunting* issues are access, health of wildlife populations, litter/pollution, and overuse of resources.
 - Top issues related to *camping* include health of wildlife populations (this, obviously, relating to enjoyment of camping rather than ability to camp), cost, proper upkeep of areas, and overuse of resources.

- Top issues related to *skiing and/or snowboarding* include cost, access, overuse of resources, and proper upkeep of areas.
- The survey asked participants in outdoor recreation if they agree or disagree that there are adequate opportunities for their primary activity in New Hampshire. The overwhelming majority of them (93%) agree (mostly *strong* agreement—74%).
 - The survey also asked this question for five specific activities: wildlife viewing away from home, hiking, using a Wildlife Management Area, canoeing/kayaking, and using a freshwater body (other than for canoeing, kayaking, and their primary activity).
 - The overwhelming majority of *wildlife viewers* (91%) agree that there are adequate opportunities for *wildlife viewing* in New Hampshire (mostly *strong* agreement—62%).
 - The overwhelming majority of hikers (98%) agree that there are adequate opportunities for *hiking* in New Hampshire (mostly *strong* agreement—83%).
 - The overwhelming majority of users of *Wildlife Management Areas* (90%) agree that there are adequate opportunities for using those Areas in New Hampshire (mostly *strong* agreement—64%).
 - The overwhelming majority of canoeists/kayakers (97%) agree that there are adequate opportunities for *canoeing/kayaking* in New Hampshire (mostly *strong* agreement—73%).
 - The overwhelming majority (93%) of users of freshwater bodies (other than for canoeing, kayaking, and their primary activity) agree that there are adequate opportunities for *using freshwater bodies* in New Hampshire (mostly *strong* agreement—75%).
 - This question regarding adequate opportunity for respondents' *primary* activity can be analyzed by breaking down the results by the activities that respondents named, allowing an examination of opportunities related to those activities, in addition to the five activities discussed above. Note that these questions are among those who say the activity is their *primary* outdoor recreation activity.
 - The overwhelming majority of anglers (97%) agree that there are adequate opportunities for *fishing* in New Hampshire (mostly *strong* agreement—77%).

- The overwhelming majority of hunters (87%) agree that there are adequate opportunities for *hunting* in New Hampshire.
- The overwhelming majority of campers (96%) agree that there are adequate opportunities for *camping* in New Hampshire (mostly *strong* agreement—76%).
- Nearly all skiers/snowboarders (98%) agree that there are adequate opportunities for *skiing/snowboarding* in New Hampshire (mostly *strong* agreement—80%).

OPINIONS ON AND RATINGS OF THE NEW HAMPSHIRE FISH AND GAME DEPARTMENT

- The large majority of New Hampshire residents (77%) are satisfied with the New Hampshire Fish and Game Department as a governmental agency in New Hampshire; only 5% are dissatisfied.
- Agreement (71%) far exceeds disagreement (11%) that the New Hampshire Fish and Game Department is doing enough to conserve wildlife resources in New Hampshire.
 - In a related question, agreement (67%) far exceeds disagreement (17%) that efforts to preserve wildlife habitat in New Hampshire are adequate. However, most agreement is *moderate* (43%) rather than *strong* (24%) agreement.
- The survey had 12 questions asking residents to rate the importance of various efforts of the Department, shown in Text Box 1 on the following page. The ratings were on a 0 to 10 scale, with 0 being not at all important and 10 being extremely important.
 - A look at the percentage giving an importance rating of 9 or 10 gives an idea of the percentage who are highly passionate about the efforts.
 - Three efforts stand out, each with more than 70% giving a 9 or 10 rating: protecting endangered and threatened species (75%), hunter and firearms safety education (73%), and preserving natural areas (71%).
 - A middle tier has six items, all with at least a majority giving it an importance rating of 9 or 10: enforcing fish and game laws and regulations (65%), managing game (60%), managing fish (56%), acquiring additional land for preserving natural areas,

- protecting habitat, and providing public use (55%), providing educational programs about fish and wildlife (55%), and providing conservation education (53%).
- In the bottom tier are three efforts: balancing wildlife resource management between consumptive and non-consumptive uses (48%), providing opportunities for the general public to view wildlife (44%), and managing non-game fish and wildlife (39%).

TEXT BOX 1

Efforts of the Department about which the survey asked.

Enforcing fish and game laws and regulations
 Protecting endangered and threatened species
 Managing non-game fish and wildlife
 Managing game
 Managing fish (those species that are fished)
 Preserving natural areas
 Acquiring additional land for such purposes as preserving natural areas, protecting fish and wildlife habitat, and providing public use areas
 Providing hunter and firearms safety education
 Providing educational programs regarding fish and wildlife
 Providing opportunities for the general public to view wildlife
 Providing conservation education
 Balancing wildlife resource management between consumptive and non-consumptive uses

- After the series of questions asking New Hampshire residents to rate the importance of various efforts, the survey then asked residents to rate the *performance* of the Department at the same efforts. Again, they are analyzed by the percentage giving a rating of 9 or 10.
 - The examination of the ranking by the percentage giving a performance rating of 9 or 10 finds the following:
 - Five of the efforts have more than 40% giving a rating of 9 or 10: enforcing fish and game laws (44%), hunter and firearms safety education (43%), protecting endangered and threatened species (42%), managing game (42%), and managing fish (41%).
 - A middle tier contains preserving natural areas (38%), providing wildlife viewing opportunities (38%), providing educational program regarding fish and wildlife (35%), managing non-game fish and wildlife (33%), and providing conservation education (32%).

- At the bottom are acquiring additional land (27%) and balancing wildlife resource management between consumptive and non-consumptive uses (27%).
- The survey had a series of 16 statements that were read to respondents (Text Box 2, below), and respondents were asked whether they agreed or disagreed with each. Agreement is positive for the Department for each question but one; that one question was “reverse coded” for analysis (i.e., the percentage strongly disagreeing with this negative question is coded as strongly agreeing), thereby making all statements comparable.
 - The first result to note is that nearly all statements have a majority who *strongly* or *moderately* agree; only three have rates of agreement of less than half.
 - Also note that for each statement, agreement far exceeds disagreement.
 - Four of the statements have at least 70% who *strongly* or *moderately* agree:
 - I would rather work together with the Department than not (89%).
 - I feel very confident about the Department’s skills (76%).
 - The Department believes the opinions of people like me are legitimate (74%).
 - I can see that the Department wants to maintain a relationship with people like me (70%).

TEXT BOX 2**Statements regarding the Department that were read to respondents.**

Q152. The Department treats people like me fairly and justly.

Q153. Whenever the Department makes an important decision, I know it will be concerned about people like me.

Q154. The Department can be relied on to keep its promises.

Q155. I believe the Department takes the opinions of people like me into account when making decisions.

Q156. I feel very confident about the Department’s skills.

Q157. The Department has the ability to accomplish what it says it will do.

Q158. The Department and people like me are attentive to what each other say.

Q159. The Department believes the opinions of people like me are legitimate.

Q160. In dealing with people like me, the Department has a tendency to throw its weight around. (reverse coded in analysis)

Q161. The Department really listens to what people like me have to say.

Q162. The management of the Department gives people like me enough say in the decision-making process.

Q163. I feel that the Department is trying to maintain a long-term commitment to people like me.

Q164. I can see that the Department wants to maintain a relationship with people like me.

Q165. There is a long-lasting bond between the Department and people like me.

Q166. Compared to other organizations, I value my relationship with the Department more.

Q167. I would rather work together with the Department than not.

FUNDING FOR THE NEW HAMPSHIRE FISH AND GAME DEPARTMENT

- New Hampshire residents were asked to indicate how they think the Department is funded. Their most common answers are hunting and fishing licenses (36%), unspecified general taxes (31%; note that general taxes are, for the most part, not used to fund the Department), general state taxes (18%; note that general state taxes, for the most part, are not used to fund the Department), state income check-off/nongame donations (10%), and general federal taxes (7%; note that general federal taxes are not used to fund the Department).
- The overwhelming majority of New Hampshire residents (89%) agree that the costs for managing wildlife resources in New Hampshire should be paid for with specific user fees, such as hunting and fishing licenses (mostly *strong* agreement—67%).
 - Despite the above results, the large majority of New Hampshire residents (72%) support the use of *general state tax revenues* to conserve wildlife resources in New Hampshire; meanwhile, 18% oppose.

SOURCES OF INFORMATION ABOUT OUTDOOR RECREATION

- The Internet and newspapers are the most popular sources of information about outdoor recreation activities in New Hampshire. Other sources of lesser importance include word of mouth, magazines, pamphlets/newsletters from the Department, and television.
 - The Internet, newspapers, and direct mail are the most popular ways that New Hampshire residents say they would like to be provided with information about outdoor recreation activities.

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INTRODUCTION AND METHODOLOGY

This study was conducted for the New Hampshire Fish and Game Department (the Department) to better understand public opinion on and attitudes toward the Department's programs and services; to examine public participation in outdoor recreation activities and satisfaction with outdoor recreation opportunities in the state; to assess whether Department services and priorities align with public perception, needs, and expectations; to identify gaps in programs, services, and/or communication and outreach efforts; and to examine differences in values and perceptions that exist across various socioeconomic and demographic categories. The study entailed a telephone survey of New Hampshire residents ages 18 years and older. Specific aspects of the research methodology are discussed below.

For the survey, telephones were selected as the preferred sampling medium because of the almost universal ownership of telephones among New Hampshire residents; both landlines and cell phones were contacted in their proper proportions in the state. Additionally, telephone surveys, relative to mail or Internet surveys, allow for more scientific sampling and data collection, provide higher quality data, obtain higher response rates, are more timely, and are more cost-effective. Telephone surveys also have fewer negative effects on the environment than do mail surveys because of reduced use of paper and reduced energy consumption for delivering and returning the questionnaires.

A central polling site at the Responsive Management office allowed for rigorous quality control over the interviews and data collection. Responsive Management maintains its own in-house telephone interviewing facilities. These facilities are staffed by interviewers with experience conducting computer-assisted telephone interviews on the subjects of natural resources and outdoor recreation. The telephone survey questionnaire was developed cooperatively by Responsive Management and the Department. Some of the questions about agency relationships used in the survey, as recommended by the Department, were based on questions in "Guidelines for Measuring Relationships in Public Relations," authored by Dr. Linda Childers Hon and Dr. James E. Grunig published in 1999 by the Institute for Public Relations. Responsive Management conducted a pre-test of the questionnaire to ensure proper wording, flow, and logic in the survey.

To ensure the integrity of the telephone survey data, Responsive Management has interviewers who have been trained according to the standards established by the Council of American Survey Research Organizations. Methods of instruction included lecture and role-playing. The Survey Center Managers and other professional staff conducted project briefings with the interviewers prior to the administration of this survey. Interviewers were instructed on type of study, study goals and objectives, handling of survey questions, interview length, termination points and qualifiers for participation, interviewer instructions within the survey instrument, reading of the survey instrument, skip patterns, and probing and clarifying techniques necessary for specific questions on the survey instrument. The Survey Center Managers and statisticians monitored the data collection, including monitoring of the actual telephone interviews without the interviewers' knowledge, to evaluate the performance of each interviewer and ensure the integrity of the data. After the surveys were obtained by the interviewers, the Survey Center Managers and/or statisticians checked each completed survey to ensure clarity and completeness.

Interviews were conducted Monday through Friday from 9:00 a.m. to 9:00 p.m., Saturday from noon to 5:00 p.m., and Sunday from 5:00 p.m. to 9:00 p.m., local time. A five-callback design was used to maintain the representativeness of the sample, to avoid bias toward people easy to reach by telephone, and to provide an equal opportunity for all to participate. When a respondent could not be reached on the first call, subsequent calls were placed on different days of the week and at different times of the day. The survey was conducted during December 2009 and January 2010. Responsive Management obtained a total of 1,005 completed interviews.

The software used for data collection was Questionnaire Programming Language (QPL). The survey data were entered into the computer as each interview was being conducted, eliminating manual data entry after the completion of the survey and the concomitant data entry errors that may occur with manual data entry.

The survey instrument was programmed so that QPL branched, coded, and substituted phrases in the survey based on previous responses to ensure the integrity and consistency of the data collection. In particular, QPL substituted the respondent's primary activity into the questions about participation and ratings of various activities; substitutions are indicated by brackets [] in

the graphs. For instance, Q38 asked, “Including yourself, how many people in your household participated in [primary activity] in New Hampshire at least once during the past 2 years?” For a respondent who had previously responded in Q34 that his/her primary activity was canoeing, QPL would have automatically worded Question 38 as “Including yourself, how many people in your household participated in canoeing in New Hampshire at least once during the past 2 years?” For a respondent whose primary activity was hunting, QPL would have worded the question, “Including yourself, how many people in your household participated in hunting in New Hampshire at least once during the past 2 years?”

The analysis of data was performed using Statistical Package for the Social Sciences as well as proprietary software developed by Responsive Management. The results were weighted by age and gender to be exactly proportional to the total population of New Hampshire.

For this report, a nonparametric analysis examined how the various responses related to behavioral, participatory, and demographic characteristics. Responses for selected questions were tested by means of z-scores for relationships to behavioral, participatory, and demographic characteristics. A positive z-score means that the response and characteristic are positively related; a negative z-score means that the response and characteristic are negatively related.

The z-score shows the strength of the relationship between the characteristic and the response to the question. Those z-scores that have an absolute value of 3.30 or greater indicate a relationship that is so strong that it would happen by chance only 1 out of 1,000 times ($p \leq 0.001$). Those z-scores that have an absolute value of 2.58 to 3.29 indicate a relationship that is so strong that it would happen by chance only 1 out of 100 times ($p \leq 0.01$). Finally, those z-scores that have an absolute value of 1.96 to 2.57 indicate a relationship that is so strong that it would happen by chance only 5 out of 100 times ($p \leq 0.05$).

The z-scores were calculated as shown in the formula below.

$$z = \frac{(p_1 - p_2)}{\sqrt{p(1-p) \left[\frac{1}{n_1} + \frac{1}{n_2} \right]}}$$

where:

n_1 represents the number of observations in Group 1.

n_2 represents the number of observations in Group 2.

$p_1 = a/(a + b) = a/n_1$ and represents the proportion of observations in Group 1 that falls in Cell a . It is employed to estimate the population proportion Π_1 (% of Group 1 who had specific characteristic).

$p_2 = c/(c + d) = c/n_2$ and represents the proportion of observations in Group 2 that falls in Cell c . It is employed to estimate the population proportion Π_2 (% of Group 2 who had specific characteristic).

$p = (a + c)/(n_1 + n_2) = (a + c)/n$ and is a pooled estimate of the proportion of respondents who had specific characteristic in the underlying population.

(Equation from *Handbook of Parametric and Nonparametric Statistical Procedures*, 2nd Edition by David J. Sheskin. © 2000, Chapman & Hall/CRC, Boca Raton, FL.)

The characteristics examined are listed in the tabulation below.

Nonparametric Analysis Variables
Thinks water quality is one of the most important natural resource issues facing New Hampshire over the next 10 years.
Thinks habitat loss or fragmentation is one of the most important natural resource issues facing New Hampshire over the next 10 years.
Thinks water quantity is one of the most important natural resource issues facing New Hampshire over the next 10 years.
Indicates that it is very important to him/her that fish and wildlife populations are being properly managed and conserved in New Hampshire.
Does not indicate that it is very important to him/her that fish and wildlife populations are being properly managed and conserved in New Hampshire.
Indicates that it is very important to him/her that ecologically important habitats and lands in New Hampshire are being protected and preserved.
Does not indicate that it is very important to him/her that ecologically important habitats and lands in New Hampshire are being protected and preserved.
Indicates that it is very important to him/her that people have the opportunity to view wildlife in New Hampshire.
Does not indicate that it is very important to him/her that people have the opportunity to view wildlife in New Hampshire.
Indicates that it is very important to him/her that natural areas exist in New Hampshire for enjoying and experiencing nature.

Nonparametric Analysis Variables
Does not indicate that it is very important to him/her that natural areas exist in New Hampshire for enjoying and experiencing nature.
Indicates that outdoor recreation in New Hampshire in general is very important to him/her personally.
Does not indicate that outdoor recreation in New Hampshire in general is very important to him/her personally.
Has participated in an outdoor recreation activity in New Hampshire in the past 2 years.
Does not indicate having participated in an outdoor recreation activity in New Hampshire in the past 2 years.
Indicates knowing a great deal or moderate amount about conservation issues in New Hampshire.
Does not indicate knowing a great deal or moderate amount about conservation issues in New Hampshire.
Strongly agrees with the statement that he/she can make a significant difference in protecting fish and wildlife habitat.
Does not indicate strongly agreeing with the statement that he/she can make a significant difference in protecting fish and wildlife habitat.
Strongly or moderately agrees with the statement that he/she feels that efforts to preserve wildlife habitat in New Hampshire are adequate.
Does not indicate strongly or moderately agreeing with the statement that he/she feels that efforts to preserve wildlife habitat in New Hampshire are adequate.
Knows there is a state agency responsible for the management and conservation of wildlife resources in New Hampshire.
Does not indicate knowing there is a state agency responsible for the management and conservation of wildlife resources in New Hampshire.
Feels that the New Hampshire Fish and Game Department is most responsible for managing and conserving wildlife resources in New Hampshire.
Does not indicate feeling that the New Hampshire Fish and Game Department is most responsible for managing and conserving wildlife resources in New Hampshire.
Is very satisfied with the New Hampshire Fish and Game Department as a governmental agency in New Hampshire.
Does not indicate being very satisfied with the New Hampshire Fish and Game Department as a governmental agency in New Hampshire.
Strongly or moderately agrees that the New Hampshire Fish and Game Department is doing enough to conserve wildlife resources in New Hampshire.
Does not indicate strongly or moderately agreeing that the New Hampshire Fish and Game Department is doing enough to conserve wildlife resources in New Hampshire.
Gives a rating of 10 on how important enforcing fish and game laws and regulations should be for the Department.
Does not give a rating of 10 on how important enforcing fish and game laws and regulations should be for the Department.
Gives a rating of 10 on how important protecting endangered and threatened species should be for the Department.
Does not give a rating of 10 on how important protecting endangered and threatened species should be for the Department.
Gives a rating of 10 on how important managing non-game fish and wildlife should be for the Department.
Does not give a rating of 10 on how important managing non-game fish and wildlife should be for the Department.
Gives a rating of 10 on how important managing game should be for the Department.
Does not give a rating of 10 on how important managing game should be for the Department.
Gives a rating of 10 on how important managing fish should be for the Department.
Does not give a rating of 10 on how important managing fish should be for the Department.
Gives a rating of 10 on how important preserving natural areas should be for the Department.
Does not give a rating of 10 on how important preserving natural areas should be for the Department.
Gives a rating of 10 on how important acquiring additional land for such purposes as preserving natural areas, protecting fish and wildlife habitat, and providing public use areas should be for the Department.
Does not give a rating of 10 on how important acquiring additional land for such purposes as preserving natural areas, protecting fish and wildlife habitat, and providing public use areas should be for the Department.
Gives a rating of 10 on how important hunter and firearms safety education should be for the Department.
Does not give a rating of 10 on how important hunter and firearms safety education should be for the Department.

Nonparametric Analysis Variables
Gives a rating of 10 on how important providing educational programs regarding fish and wildlife should be for the Department.
Does not give a rating of 10 on how important providing educational programs regarding fish and wildlife should be for the Department.
Gives a rating of 10 on how important providing opportunities for the general public to view wildlife should be for the Department.
Does not give a rating of 10 on how important providing opportunities for the general public to view wildlife should be for the Department.
Gives a rating of 10 on how important providing conservation education should be for the Department.
Does not give a rating of 10 on how important providing conservation education should be for the Department.
Gives a rating of 10 on how important balancing wildlife resource management between consumptive and non-consumptive uses should be for the Department.
Does not give a rating of 10 on how important balancing wildlife resource management between consumptive and non-consumptive uses should be for the Department.
Gives the Department's performance a rating of 9 or 10 in enforcing fish and game laws and regulations.
Gives the Department's performance a rating of 8 or lower in enforcing fish and game laws and regulations.
Does not know what rating to give the Department's performance in enforcing fish and game laws and regulations.
Gives the Department's performance a rating of 9 or 10 in protecting endangered and threatened species.
Gives the Department's performance a rating of 8 or lower in protecting endangered and threatened species.
Does not know what rating to give the Department's performance in protecting endangered and threatened species.
Gives the Department's performance a rating of 9 or 10 in managing non-game fish and wildlife.
Gives the Department's performance a rating of 8 or lower in managing non-game fish and wildlife.
Does not know what rating to give the Department's performance in managing non-game fish and wildlife.
Gives the Department's performance a rating of 9 or 10 in managing game.
Gives the Department's performance a rating of 8 or lower in managing game.
Does not know what rating to give the Department's performance in managing game.
Gives the Department's performance a rating of 9 or 10 in managing fish.
Gives the Department's performance a rating of 8 or lower in managing fish.
Does not know what rating to give the Department's performance in managing fish.
Gives the Department's performance a rating of 9 or 10 in preserving natural areas.
Gives the Department's performance a rating of 8 or lower in preserving natural areas.
Does not know what rating to give the Department's performance in preserving natural areas.
Gives the Department's performance a rating of 9 or 10 in acquiring additional land for such purposes as preserving natural areas, protecting fish and wildlife habitat, and providing public use areas.
Gives the Department's performance a rating of 8 or lower in acquiring additional land for such purposes as preserving natural areas, protecting fish and wildlife habitat, and providing public use areas.
Does not know what rating to give the Department's performance in acquiring additional land for such purposes as preserving natural areas, protecting fish and wildlife habitat, and providing public use areas.
Gives the Department's performance a rating of 9 or 10 in hunter and firearms safety education.
Gives the Department's performance a rating of 8 or lower in hunter and firearms safety education.
Does not know what rating to give the Department's performance in hunter and firearms safety education.
Gives the Department's performance a rating of 9 or 10 in providing educational programs regarding fish and wildlife.
Gives the Department's performance a rating of 8 or lower in providing educational programs regarding fish and wildlife.
Does not know what rating to give the Department's performance in providing educational programs regarding fish and wildlife.
Gives the Department's performance a rating of 9 or 10 in providing opportunities for the general public to view wildlife.
Gives the Department's performance a rating of 8 or lower in providing opportunities for the general public to view wildlife.

Nonparametric Analysis Variables
Does not know what rating to give the Department's performance in providing opportunities for the general public to view wildlife.
Gives the Department's performance a rating of 9 or 10 in providing conservation education.
Gives the Department's performance a rating of 8 or lower in providing conservation education.
Does not know what rating to give the Department's performance in providing conservation education.
Gives the Department's performance a rating of 9 or 10 in balancing wildlife resource management between consumptive and non-consumptive uses.
Gives the Department's performance a rating of 8 or lower in balancing wildlife resource management between consumptive and non-consumptive uses.
Does not know what rating to give the Department's performance in balancing wildlife resource management between consumptive and non-consumptive uses.
Thinks funding to conserve wildlife resources in New Hampshire is very important.
Does not indicate that he/she thinks funding to conserve wildlife resources in New Hampshire is very important.
Strongly agrees that costs for managing wildlife resources in New Hampshire should be paid with specific user fees, such as hunting and fishing licenses.
Does not indicate agreeing that costs for managing wildlife resources in New Hampshire should be paid with specific user fees, such as hunting and fishing licenses.
Would strongly support the use of general state tax revenues to conserve wildlife resources in New Hampshire.
Does not indicate that he/she would strongly support the use of general state tax revenues to conserve wildlife resources in New Hampshire.
Strongly or moderately agrees with the following statement: The Department treats people like me fairly and justly.
Does not indicate strongly or moderately agreeing with the following statement: The Department treats people like me fairly and justly.
Strongly or moderately agrees with the following statement: Whenever the Department makes an important decision, I know it will be concerned about people like me.
Does not indicate strongly or moderately agreeing with the following statement: Whenever the Department makes an important decision, I know it will be concerned about people like me.
Strongly or moderately agrees with the following statement: The Department can be relied on to keep its promises.
Does not indicate strongly or moderately agreeing with the following statement: The Department can be relied on to keep its promises.
Strongly or moderately agrees with the following statement: I believe the Department takes the opinions of people like me into account when making decisions.
Does not indicate strongly or moderately agreeing with the following statement: I believe the Department takes the opinions of people like me into account when making decisions.
Strongly or moderately agrees with the following statement: I feel very confident about the Department's skills.
Does not indicate strongly or moderately agreeing with the following statement: I feel very confident about the Department's skills.
Strongly or moderately agrees with the following statement: The Department has the ability to accomplish what it says it will do.
Does not indicate strongly or moderately agreeing with the following statement: The Department has the ability to accomplish what it says it will do.
Strongly or moderately agrees with the following statement: The Department and people like me are attentive to what each other say.
Does not indicate strongly or moderately agreeing with the following statement: The Department and people like me are attentive to what each other say.
Strongly or moderately agrees with the following statement: The Department believes the opinions of people like me are legitimate.
Does not indicate strongly or moderately agreeing with the following statement: The Department believes the opinions of people like me are legitimate.
Strongly or moderately agrees with the following statement: In dealing with people like me, the Department has a tendency to throw its weight around.

Nonparametric Analysis Variables
Does not indicate strongly or moderately agreeing with the following statement: In dealing with people like me, the Department has a tendency to throw its weight around.
Strongly or moderately agrees with the following statement: The Department really listens to what people like me have to say.
Does not indicate strongly or moderately agreeing with the following statement: The Department really listens to what people like me have to say.
Strongly or moderately agrees with the following statement: The management of the Department gives people like me enough say in the decision-making process.
Does not indicate strongly or moderately agreeing with the following statement: The management of the Department gives people like me enough say in the decision-making process.
Strongly or moderately agrees with the following statement: I feel that the Department is trying to maintain a long-term commitment to people like me.
Does not indicate strongly or moderately agreeing with the following statement: I feel that the Department is trying to maintain a long-term commitment to people like me.
Strongly or moderately agrees with the following statement: I can see that the Department wants to maintain a relationship with people like me.
Does not indicate strongly or moderately agreeing with the following statement: I can see that the Department wants to maintain a relationship with people like me.
Strongly or moderately agrees with the following statement: There is a long-lasting bond between the Department and people like me.
Does not indicate strongly or moderately agreeing with the following statement: There is a long-lasting bond between the Department and people like me.
Strongly or moderately agrees with the following statement: Compared to other organizations, I value my relationship with the Department more.
Does not indicate strongly or moderately agreeing with the following statement: Compared to other organizations, I value my relationship with the Department more.
Strongly or moderately agrees with the following statement: I would rather work together with the Department than not.
Does not indicate strongly or moderately agreeing with the following statement: I would rather work together with the Department than not.
Receives his/her information about outdoor recreation activities in New Hampshire from the newspaper.
Does not indicate receiving his/her information about outdoor recreation activities in New Hampshire from the newspaper.
Receives his/her information about outdoor recreation activities in New Hampshire from the Internet.
Does not indicate receiving his/her information about outdoor recreation activities in New Hampshire from the Internet.
Has been a New Hampshire resident for the mean of 29 years or more.
Has been a New Hampshire resident for less than the mean of 29 years.
Lives in Hillsborough County.
Lives in Rockingham County.
Lives in Merrimack County.
Has lived in his/her community for the mean of 21 years or more.
Has lived in his/her community for less than the mean of 21 years.
Considers his or her place of residence to be a large city, urban area, or suburban area.
Considers his or her place of residence to be a small city or town.
Considers his or her place of residence to be a rural area.
Has the median of 3 or more people living in his/her household, including themselves.
Has less than the median of 3 people living in his/her household, including themselves.
Does not have any children, ages 17 or younger, living in his/her household.
Has at least one child, ages 17 or younger, living in his/her household.
Does not have a bachelor's degree.
Has a bachelor's degree or graduate degree.

Nonparametric Analysis Variables
Is between ages 18-34.
Is between ages 35-64.
Is age 65 or older.
Is male.
Is female.

Throughout this report, findings of the telephone survey are reported at a 95% confidence interval (or higher). For the entire sample of New Hampshire residents, the sampling error is at most plus or minus 3.09 percentage points. This means that if the survey were conducted 100 times on different samples that were selected in the same way, the findings of 95 out of the 100 surveys would fall within plus or minus 3.09 percentage points of each other. Sampling error was calculated using the formula described below, with a sample size of 1,005 and a population size of 1,014,679 New Hampshire residents ages 18 years and older.

Sampling Error Equation

$$B = \left(\sqrt{\frac{N_p(.25)}{N_s} - .25} \right) (1.96)$$

Where: B = maximum sampling error (as decimal)
 N_p = population size (i.e., total number who could be surveyed)
 N_s = sample size (i.e., total number of respondents surveyed)

Derived from formula: p. 206 in Dillman, D. A. 2000. *Mail and Internet Surveys*. John Wiley & Sons, NY.

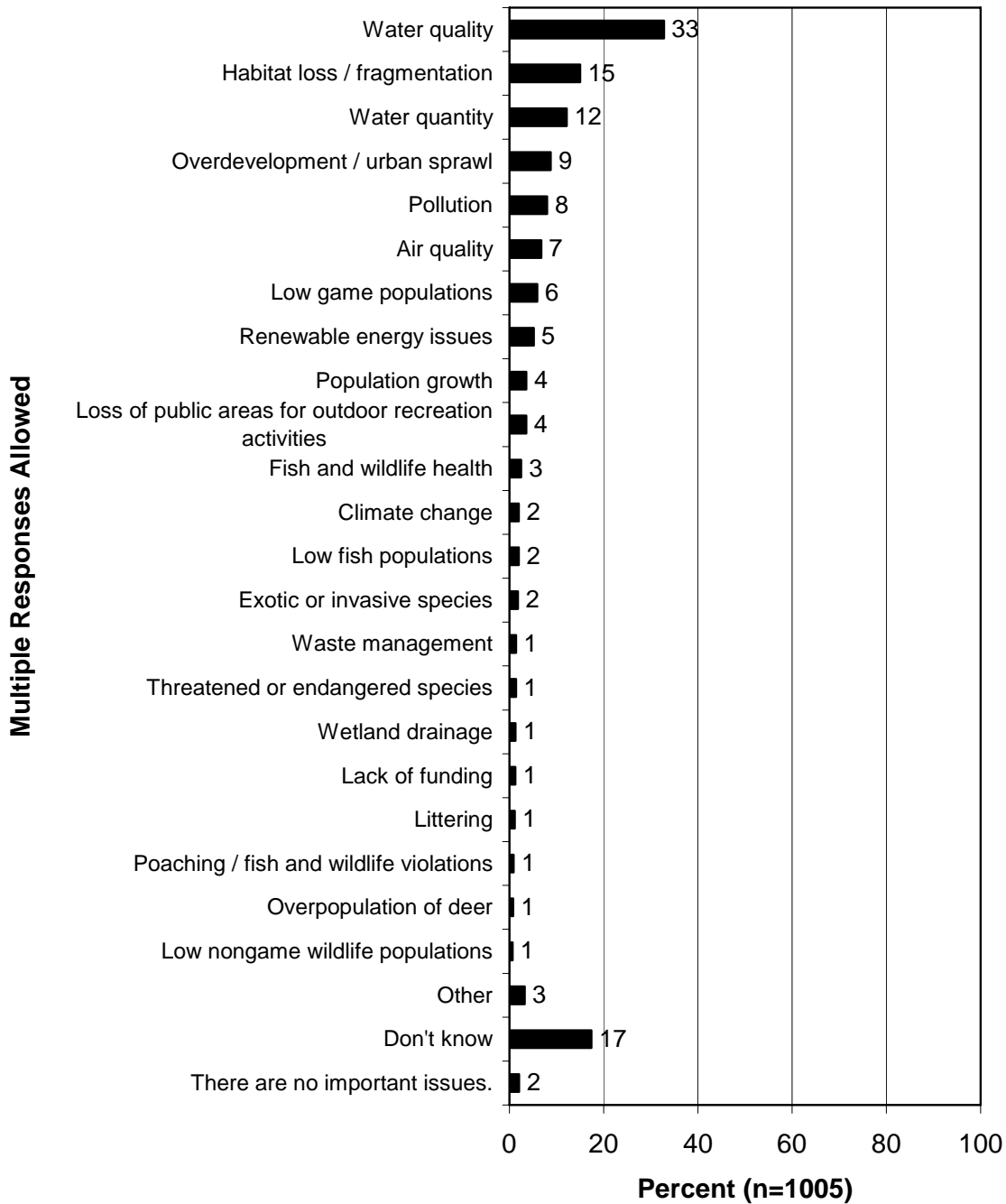
Note: This is a simplified version of the formula that calculates the maximum sampling error using a 50:50 split (the most conservative calculation because a 50:50 split would give maximum variation).

Note that some results may not sum to exactly 100% because of rounding. Additionally, rounding on the graphs may cause apparent discrepancies of 1 percentage point between the graphs and the reported results of combined responses (e.g., when “strongly support” and “moderately support” are summed to determine the total percentage in support).

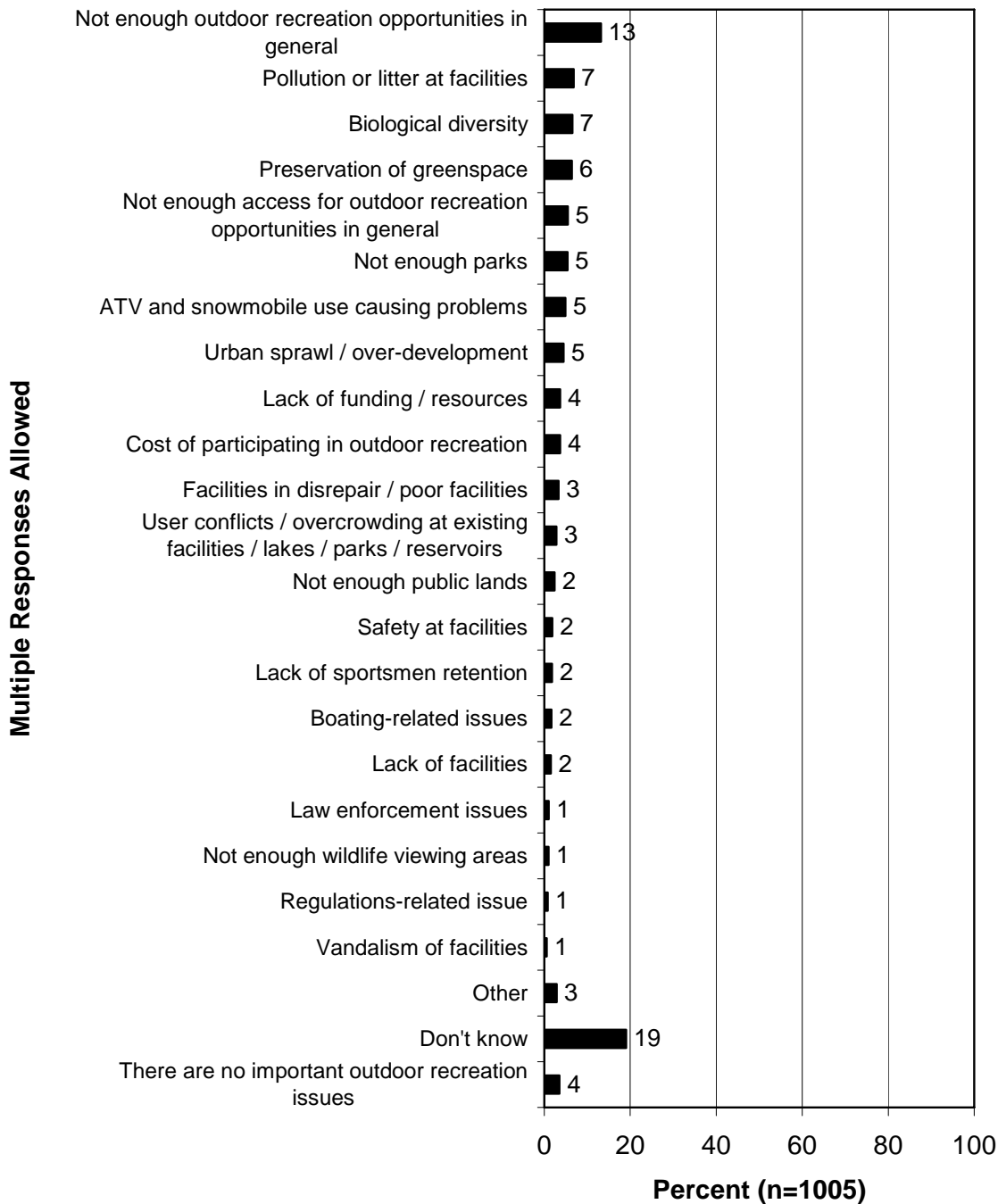
IMPORTANT NATURAL RESOURCE AND OUTDOOR RECREATION ISSUES

- In an open-ended question (which means that no answer set is read to respondents, who can respond with anything that comes to mind), New Hampshire residents were asked to name the most important natural resource issues affecting New Hampshire. By far, the top response is water quality (33% named this), followed by habitat loss/fragmentation (15%), water quantity (12%), urban sprawl (9%), pollution in general (8%), air quality (7%), low game populations (6%), and renewable energy issues (5%)—all with at least 5%.
- A similar open-ended question asked residents to name the most important outdoor recreation issues affecting New Hampshire. Not enough outdoor recreation opportunities (13%) was the top response, followed by a multitude of issues each with no more than 7% saying it is an important outdoor recreation issue. The top three, all at more than 5%, are pollution or litter at facilities (7%), biological diversity (7%), and preservation of greenspace (6%).
- Note that the section of this report titled, “Satisfaction With Outdoor Recreation, and Constraints to Participation,” includes several graphs in which respondents name important issues associated with various types of recreation.

Q10/13. What do you think are the most important natural resource issues facing New Hampshire over the next 10 years?



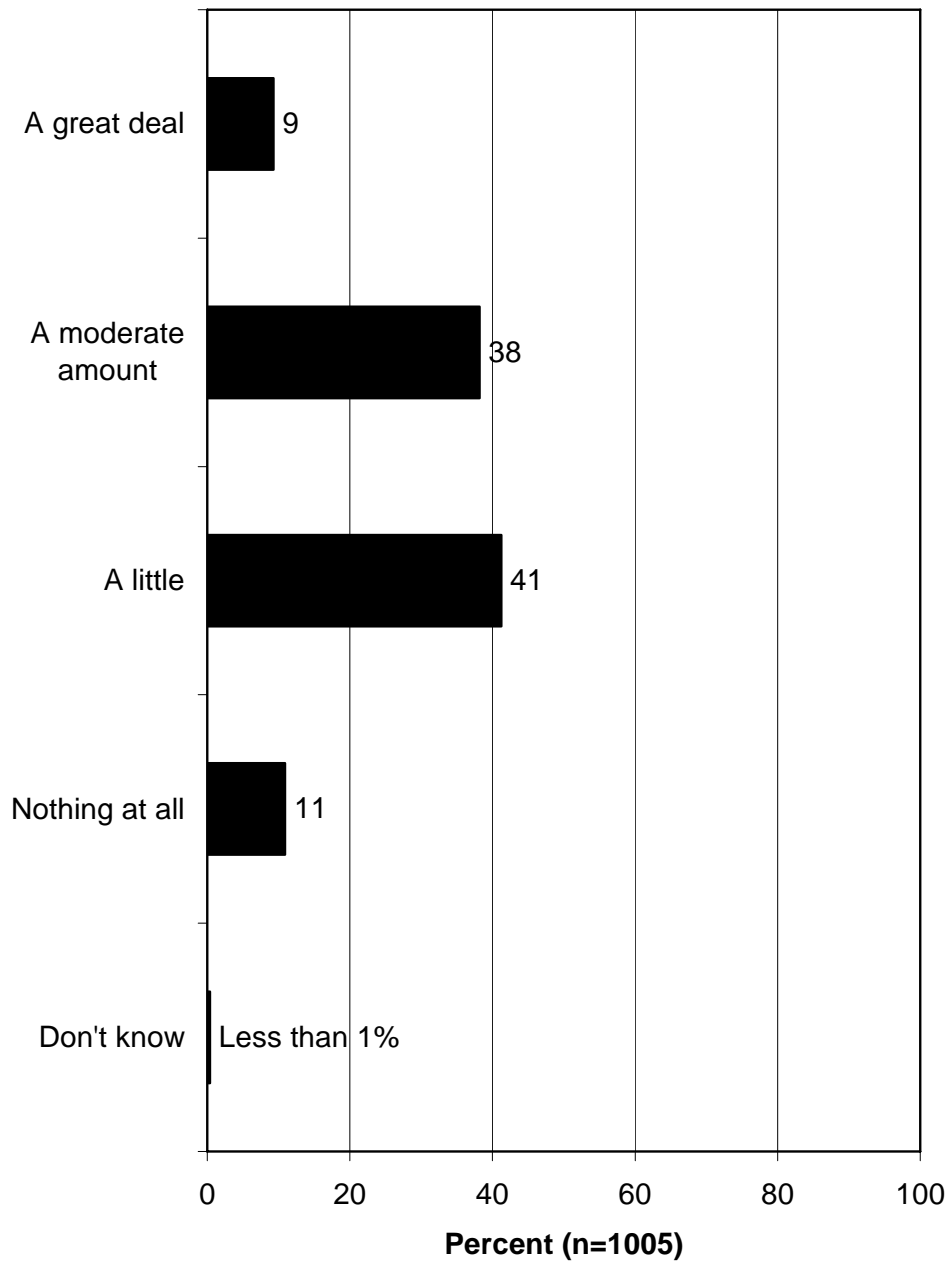
Q17/20. In your opinion, what are the most important outdoor recreation issues facing New Hampshire over the next 10 years?



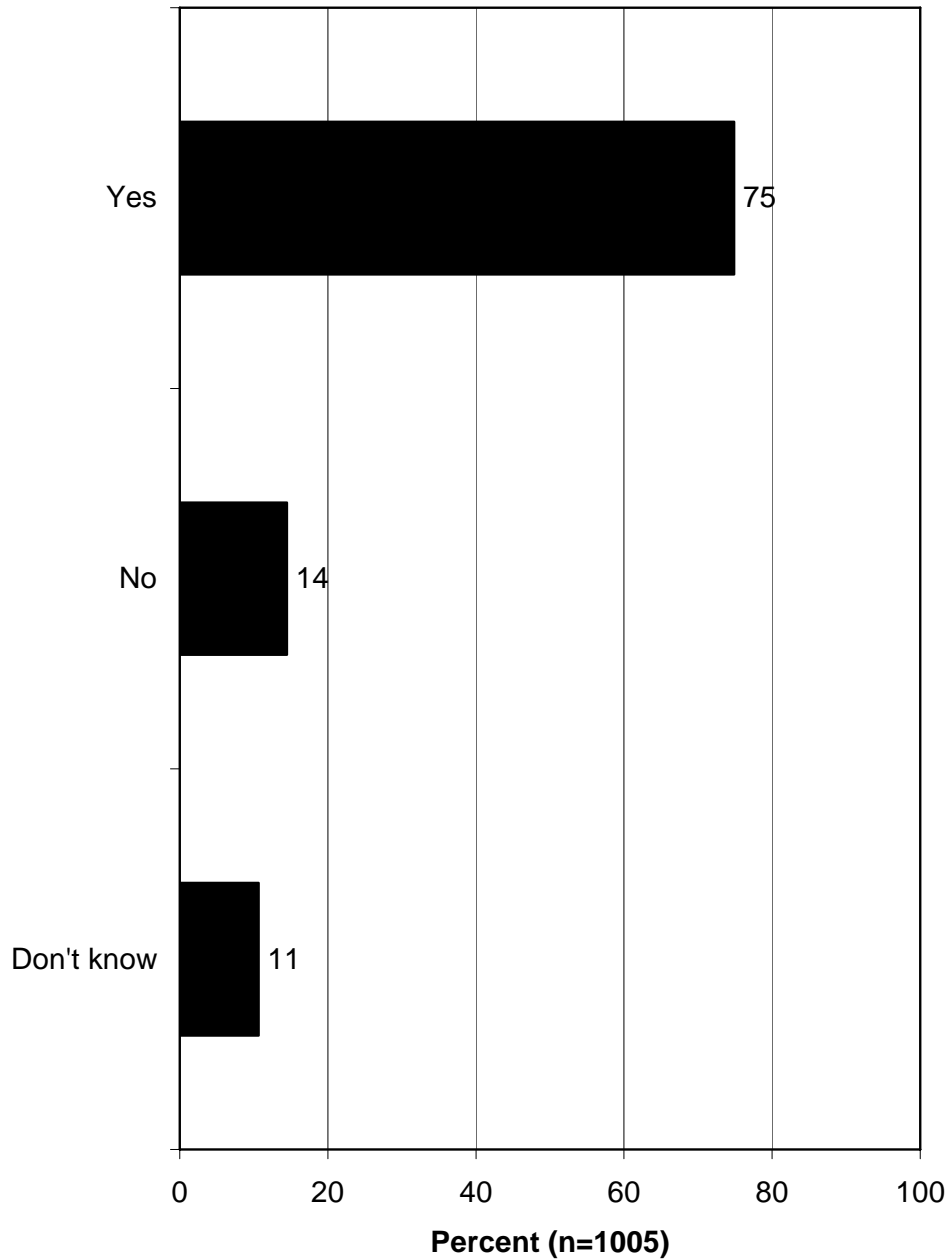
KNOWLEDGE OF AND OPINIONS ON CONSERVATION AND MANAGEMENT OF NATURAL RESOURCES

- New Hampshire residents are about evenly split between saying that they know *a great deal* or *moderate amount* (47%) about conservation issues in New Hampshire and saying that they know *a little* or *nothing at all* (52%) about them.
- Two questions explored New Hampshire residents' knowledge of the state agency responsible for management and conservation of wildlife resources in New Hampshire. While a large majority of state residents (75%) know that there is a state agency responsible for management and conservation in New Hampshire, only 58% could name it (or name a close derivative).
- A large majority of New Hampshire residents agree (71%) with the statement, "I can make a significant difference in protecting fish and wildlife habitat"; meanwhile, 21% disagree (the rest are neutral).

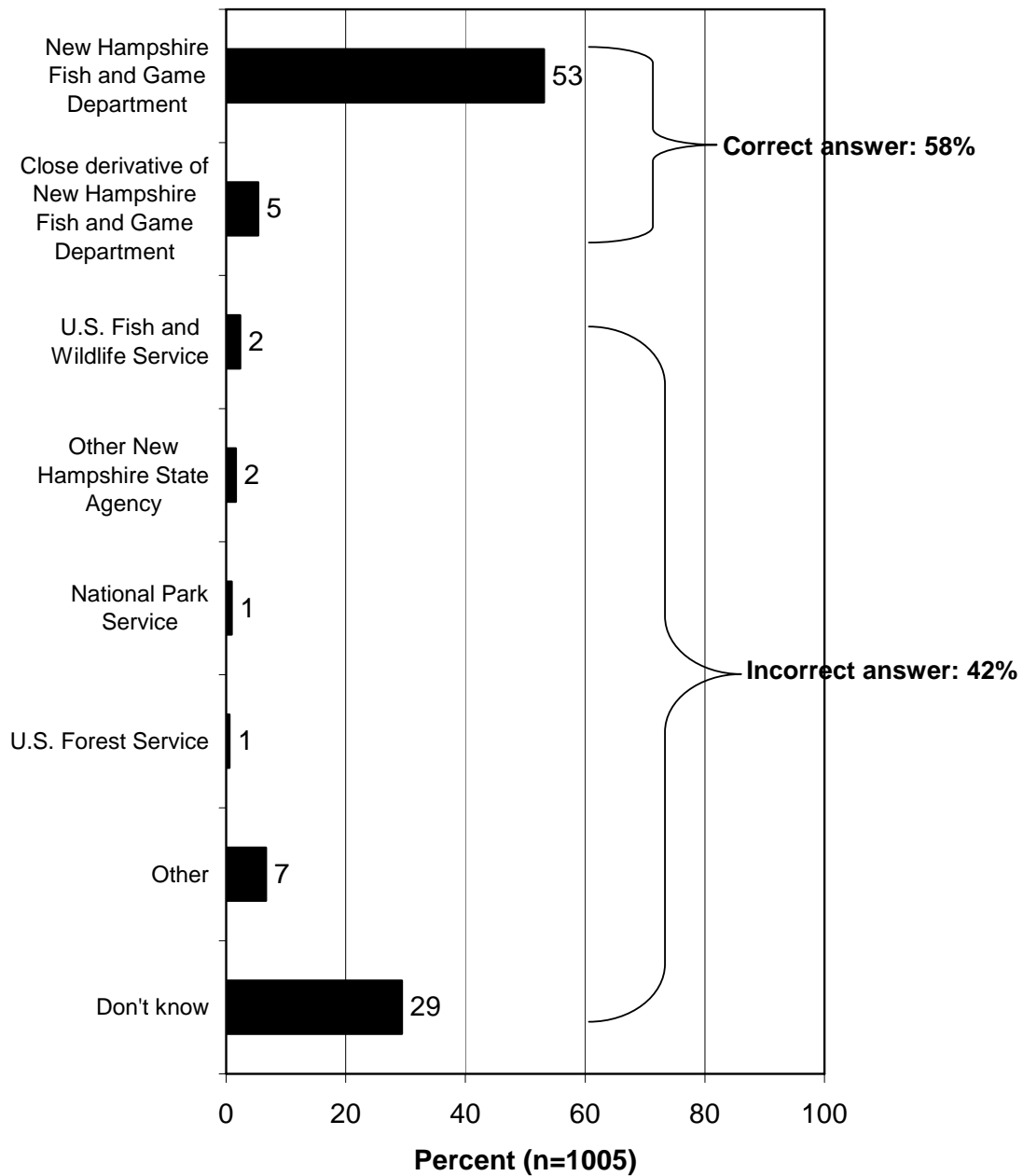
Q103. Would you say you know a great deal, a moderate amount, a little, or nothing at all about conservation issues in New Hampshire?



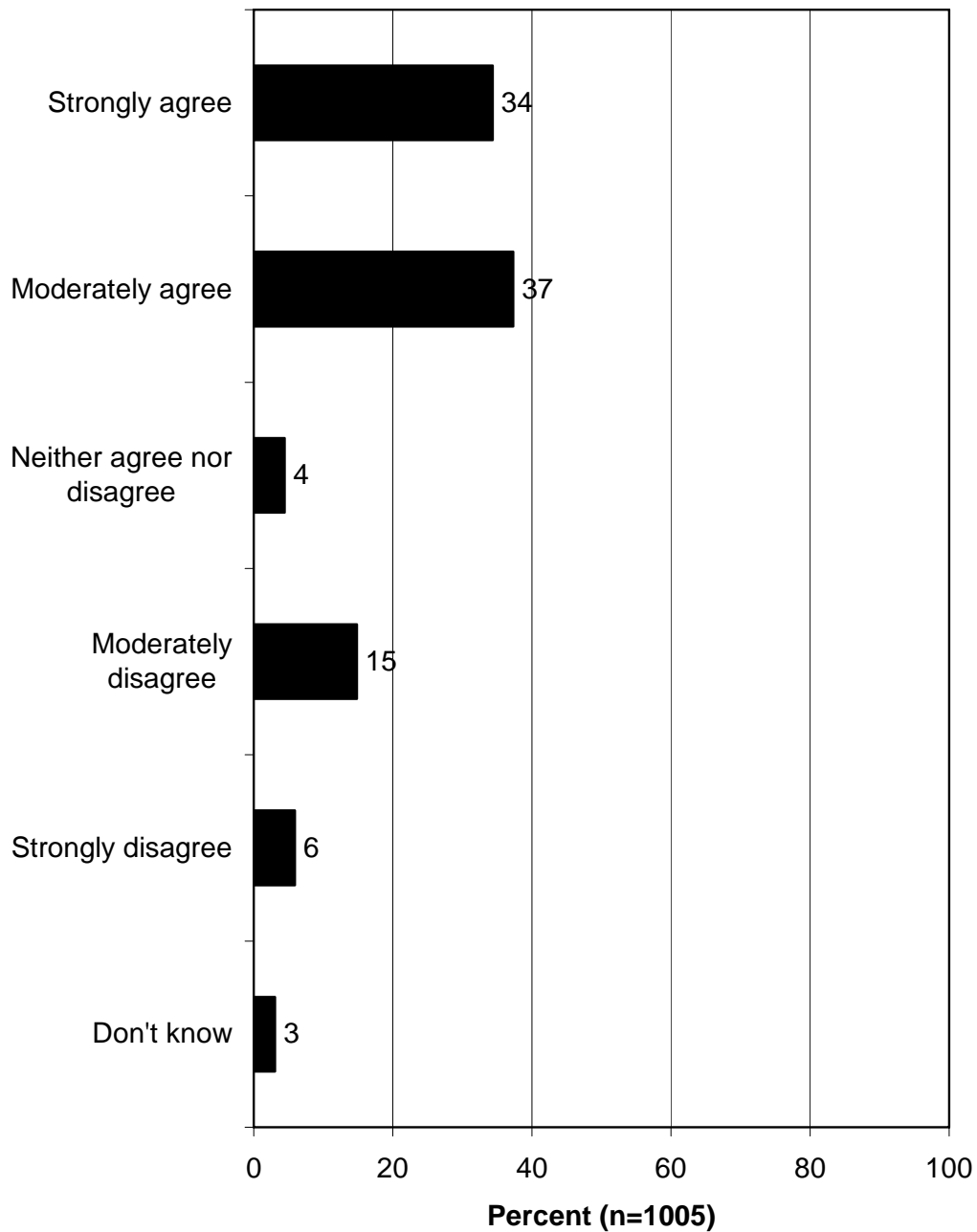
Q108. Do you know if there is a state agency responsible for the management and conservation of wildlife resources in New Hampshire?



Q109. Which state agency do you feel is most responsible for managing and conserving wildlife resources in New Hampshire?



Q106. I can make a significant difference in protecting fish and wildlife habitat. Do you agree or disagree with this statement?



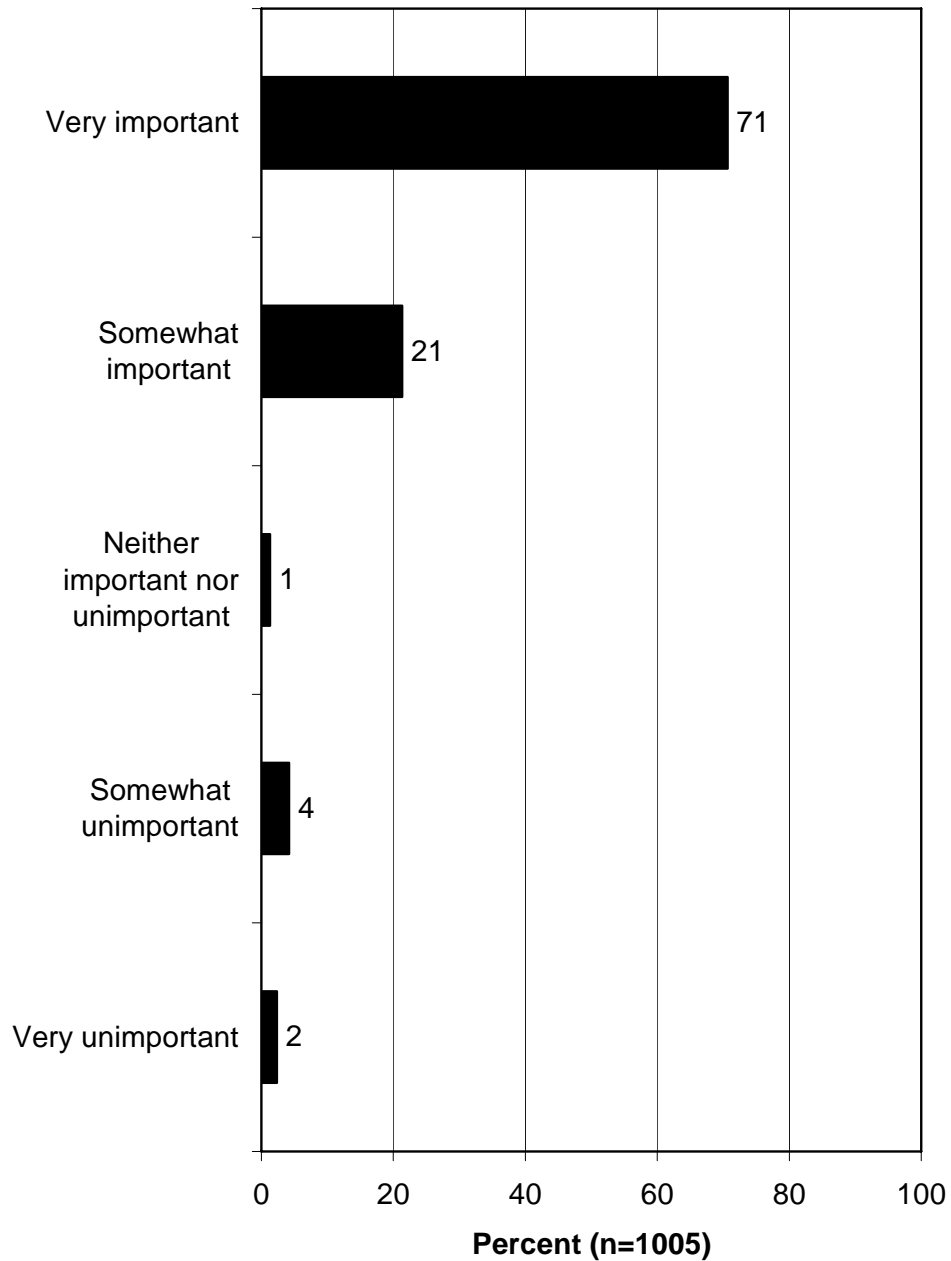
VALUES ASSOCIATED WITH NATURAL RESOURCES AND OUTDOOR RECREATION

- In a basic question, the overwhelming majority of New Hampshire residents (92%) say that outdoor recreation is *very* or *somewhat* important to them personally (mostly *very* important—71%).
- The nonparametric analysis found that the following responses are correlated with indicating that outdoor recreation in New Hampshire in general is *very* important to him/her personally:
 - Has participated in an outdoor recreation activity in New Hampshire in the past 2 years ($p \leq 0.001$).
 - Indicates that it is very important to him/her that fish and wildlife populations are being properly managed and conserved in New Hampshire ($p \leq 0.001$).
 - Indicates that it is very important to him/her that ecologically important habitats and lands in New Hampshire are being protected and preserved ($p \leq 0.001$).
 - Indicates that it is very important to him/her that people have the opportunity to view wildlife in New Hampshire ($p \leq 0.001$).
 - Indicates that it is very important to him/her that natural areas exist in New Hampshire for enjoying and experiencing nature ($p \leq 0.01$).
 - Strongly agrees with the statement that he/she can make a significant difference in protecting fish and wildlife habitat ($p \leq 0.001$).
 - Is very satisfied with the New Hampshire Fish and Game Department as a governmental agency in New Hampshire ($p \leq 0.001$).
 - Strongly or moderately agrees with the statement that he/she feels that efforts to preserve wildlife habitat in New Hampshire are adequate ($p \leq 0.01$).
 - Strongly or moderately agrees that the New Hampshire Fish and Game Department is doing enough to conserve wildlife resources in New Hampshire ($p \leq 0.05$).
 - Gives all of the fish and wildlife activities listed a rating of 10 on how important they should be for the New Hampshire Fish and Game Department (e.g., managing game; managing fish; managing non-game fish and wildlife) (all at $p \leq 0.05$ or greater significance).
 - Gives the New Hampshire Fish and Game Department's performance a rating of 9 or 10 on the majority of the fish and wildlife activities listed (e.g., preserving natural areas; managing fish; managing non-game fish and wildlife) (all at $p \leq 0.05$ or greater significance).
 - Indicates that they have a good relationship with the New Hampshire Fish and Game Department by strongly or moderately agreeing with all of the statements (e.g., compared to other organizations, I value my relationship with the Department more; I would rather work together with the Department than not; there is a long-lasting bond between the Department and people like me) (all at $p \leq 0.05$ or greater significance).
 - Thinks funding to conserve wildlife resources in New Hampshire is very important ($p \leq 0.001$).

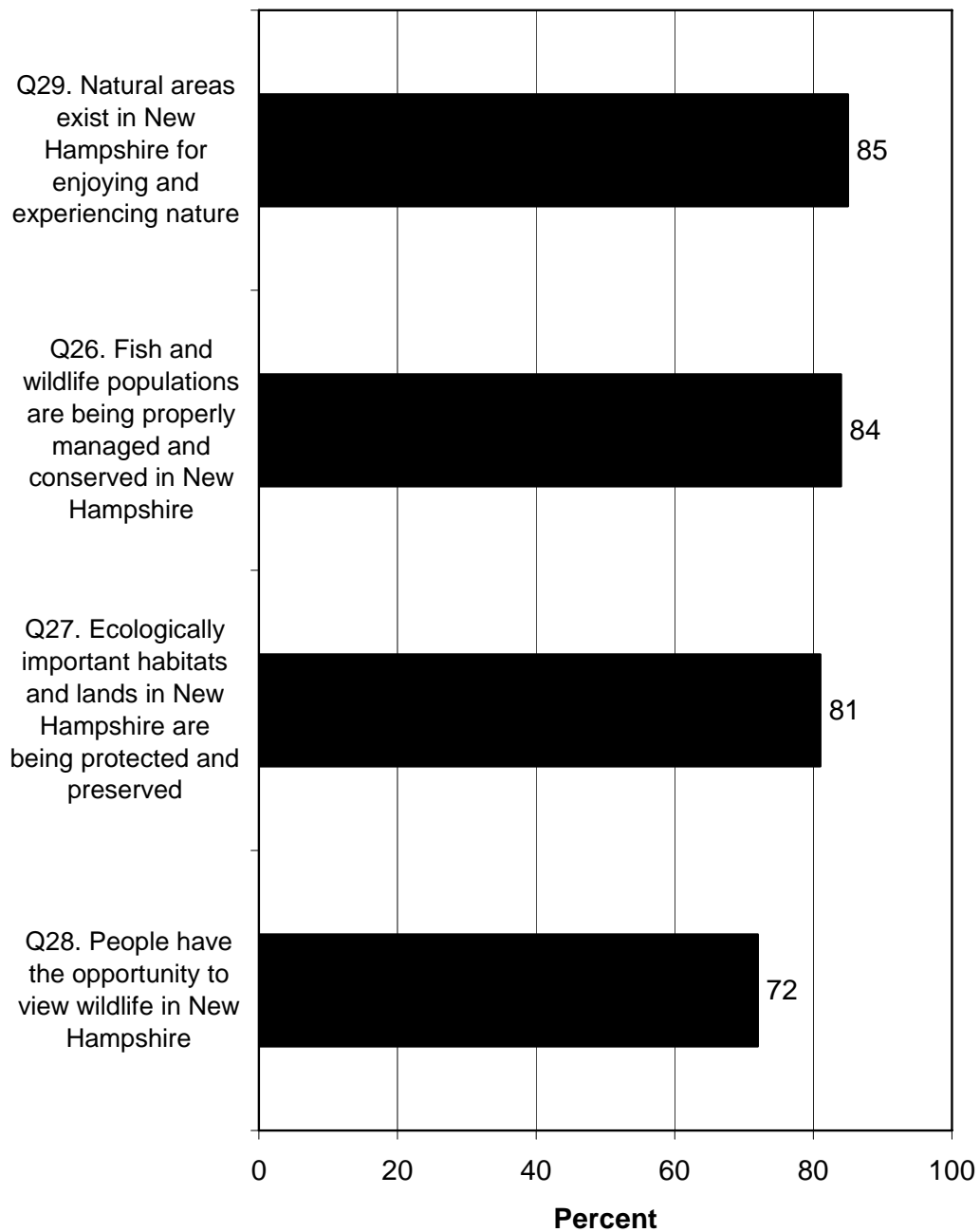
- Would strongly support the use of general state tax revenues to conserve wildlife resources in New Hampshire ($p \leq 0.001$).
 - Has at least one child, age 17 or younger, living in his/her household ($p \leq 0.001$).
 - Has lived in his/her community for less than the mean of 21 years ($p \leq 0.001$).
 - Does not have a bachelor's degree ($p \leq 0.01$).
 - Has the median of 3 or more people living in his/her household, including themselves ($p \leq 0.01$).
 - Is between ages 18-34 ($p \leq 0.05$).
 - Has been a New Hampshire resident for less than the mean of 29 years ($p \leq 0.05$).
- The survey had a series of four questions about efforts of the Department, and respondents were asked to indicate the importance of each effort. Each of the four questions has a large majority saying the effort is *very* important (from 72% to 85%), and nearly all respondents say each effort is *very* or *somewhat* important (from 94% to 99%).
- Natural areas exist in New Hampshire for enjoying and experiencing nature (85% say this is *very* important; 99% say it is *very* or *somewhat* important).
 - Fish and wildlife populations are being properly managed and conserved in New Hampshire (84% say this is *very* important; 97% say it is *very* or *somewhat* important).
 - Ecologically important habitats and lands in New Hampshire are being protected and preserved (81% say this is *very* important; 97% say it is *very* or *somewhat* important).
 - People have the opportunity to view wildlife in New Hampshire (72% say this is *very* important; 94% say it is *very* or *somewhat* important).
- Similar to the above question, an overwhelming majority of New Hampshire residents (97%) say that funding to conserve wildlife resources in New Hampshire is *very* or *somewhat* important (again, mostly *very* important—74%).
- The nonparametric analysis found that the following responses are correlated with thinking funding to conserve wildlife resources in New Hampshire is very important:
 - Thinks water quality is one of the most important natural resource issues facing New Hampshire over the next 10 years ($p \leq 0.05$).
 - Indicates that it is very important to him/her that ecologically important habitats and lands in New Hampshire are being protected and preserved ($p \leq 0.001$).
 - Indicates that it is very important to him/her that natural areas exist in New Hampshire for enjoying and experiencing nature ($p \leq 0.001$).
 - Indicates that it is very important to him/her that people have the opportunity to view wildlife in New Hampshire ($p \leq 0.001$).

- Indicates that it is very important to him/her that fish and wildlife populations are being properly managed and conserved in New Hampshire ($p \leq 0.001$).
- Indicates that outdoor recreation in New Hampshire in general is very important to him/her personally ($p \leq 0.001$).
- Indicates knowing a great deal or moderate amount about conservation issues in New Hampshire ($p \leq 0.001$).
- Strongly agrees with the statement that he/she can make a significant difference in protecting fish and wildlife habitat ($p \leq 0.001$).
- Is very satisfied with the New Hampshire Fish and Game Department as a governmental agency in New Hampshire ($p \leq 0.001$).
- Gives all of the fish and wildlife activities listed a rating of 10 on how important they should be for the New Hampshire Fish and Game Department (e.g., managing non-game fish and wildlife; preserving natural areas; acquiring additional land for such purposes as preserving natural areas, protecting fish and wildlife habitat, and providing public use areas) (all at $p \leq 0.001$ or greater significance).
- Gives the New Hampshire Fish and Game Department's performance a rating of 9 or 10 on the majority of the fish and wildlife activities listed (e.g., providing conservation education; balancing wildlife resource management between consumptive and non-consumptive uses; acquiring additional land for such purposes as preserving natural areas, protecting fish and wildlife habitat, and providing public use areas) (all at $p \leq 0.05$ or greater significance).
- Indicates that they have a good relationship with the New Hampshire Fish and Game Department by strongly or moderately agreeing with the majority of the statements (e.g., the Department treats people like me fairly and justly; I believe the Department takes the opinions of people like me into account when making decisions; the Department can be relied on to keep its promises) (all at $p \leq 0.05$ or greater significance).
- Would strongly support the use of general state tax revenues to conserve wildlife resources in New Hampshire ($p \leq 0.001$).
- Strongly agrees that costs for managing wildlife resources in New Hampshire should be paid with specific user fees, such as hunting and fishing licenses ($p \leq 0.001$).
- Receives his/her information about outdoor recreation activities in New Hampshire from the newspaper ($p \leq 0.05$).
- Is between ages 35-64 ($p \leq 0.01$).

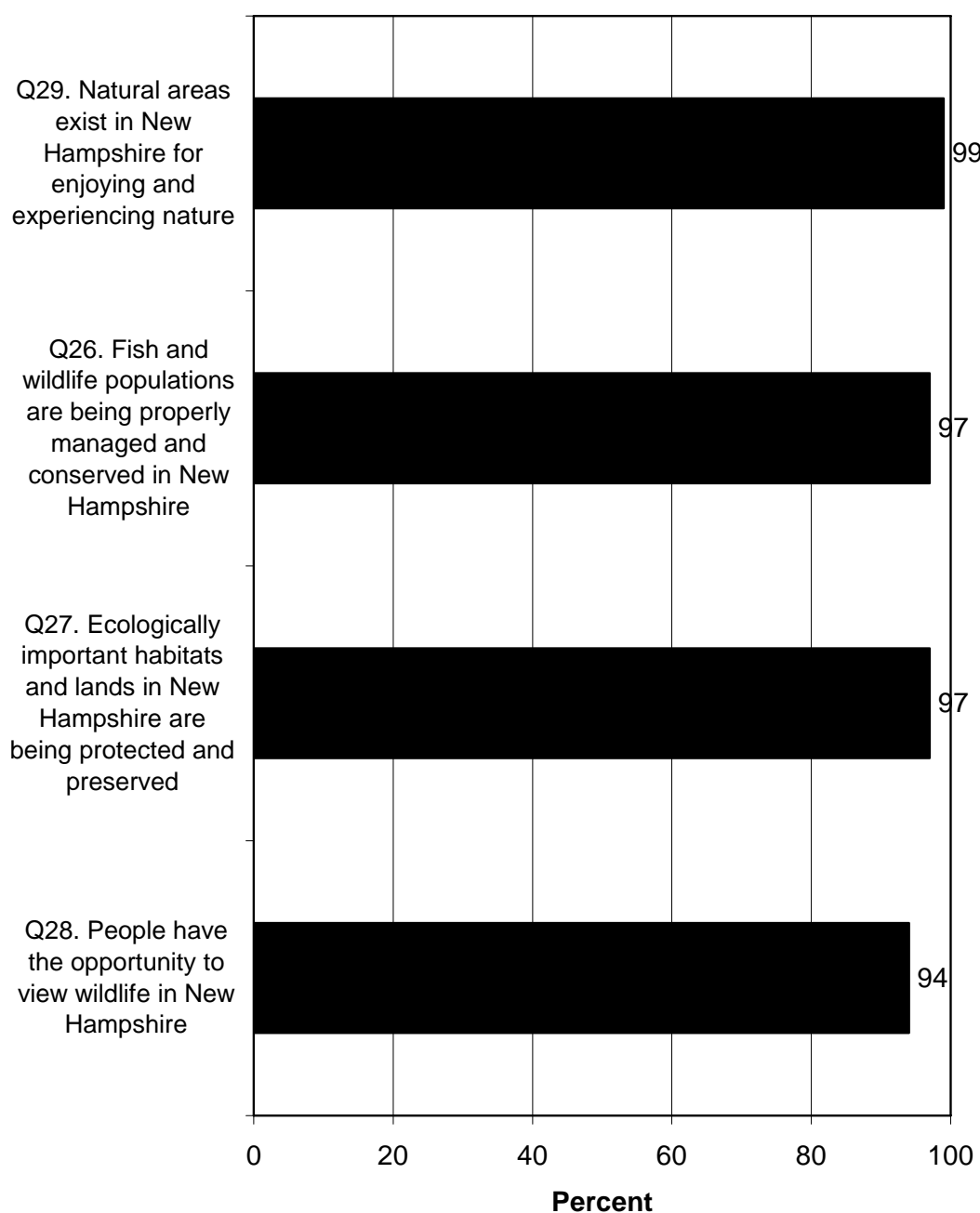
Q31. In general, how important is outdoor recreation in New Hampshire to you personally?



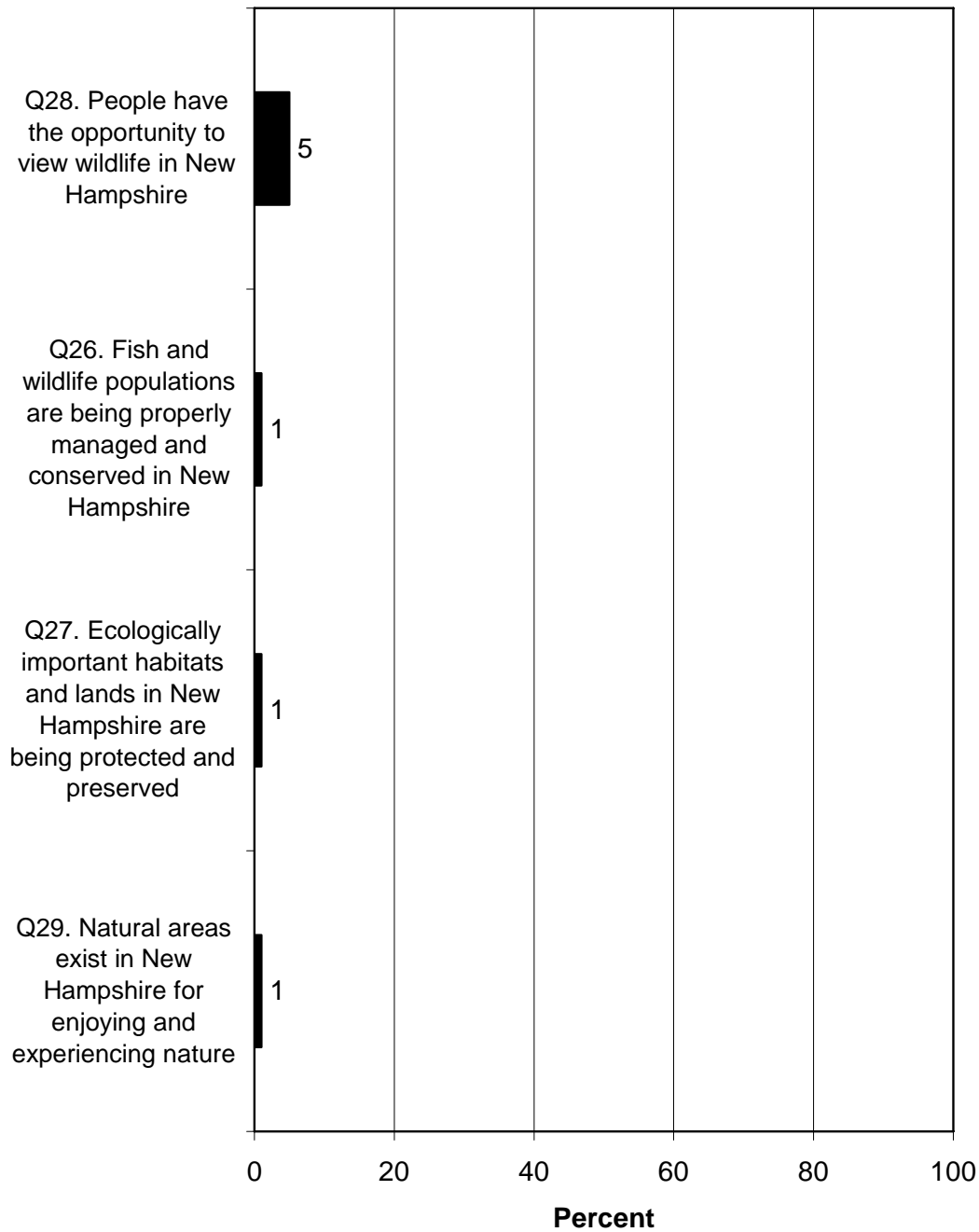
**Q26-29. Percent who indicated that the following
are very important.**



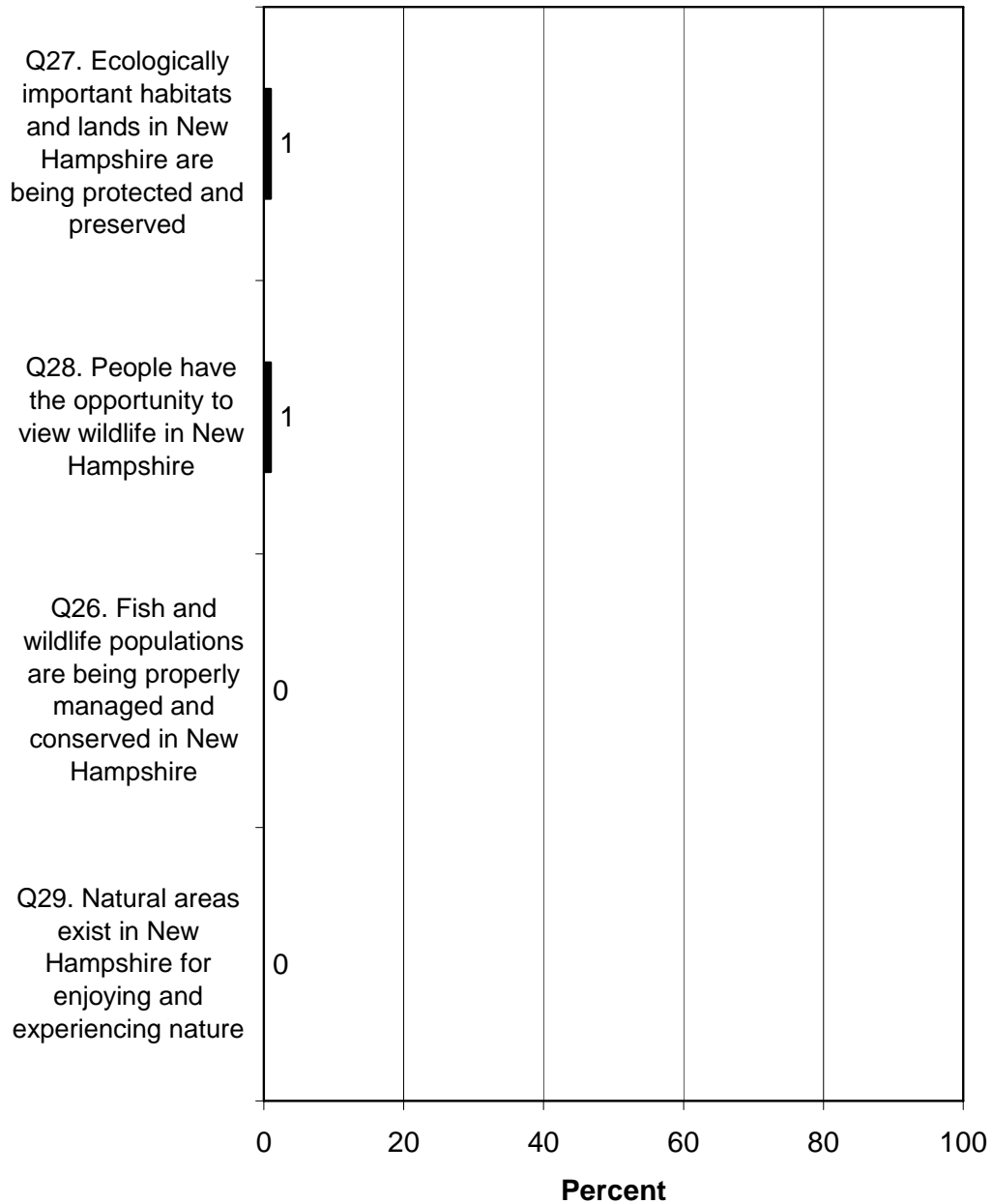
**Q26-29. Percent who indicated that the following
are very or somewhat important.**



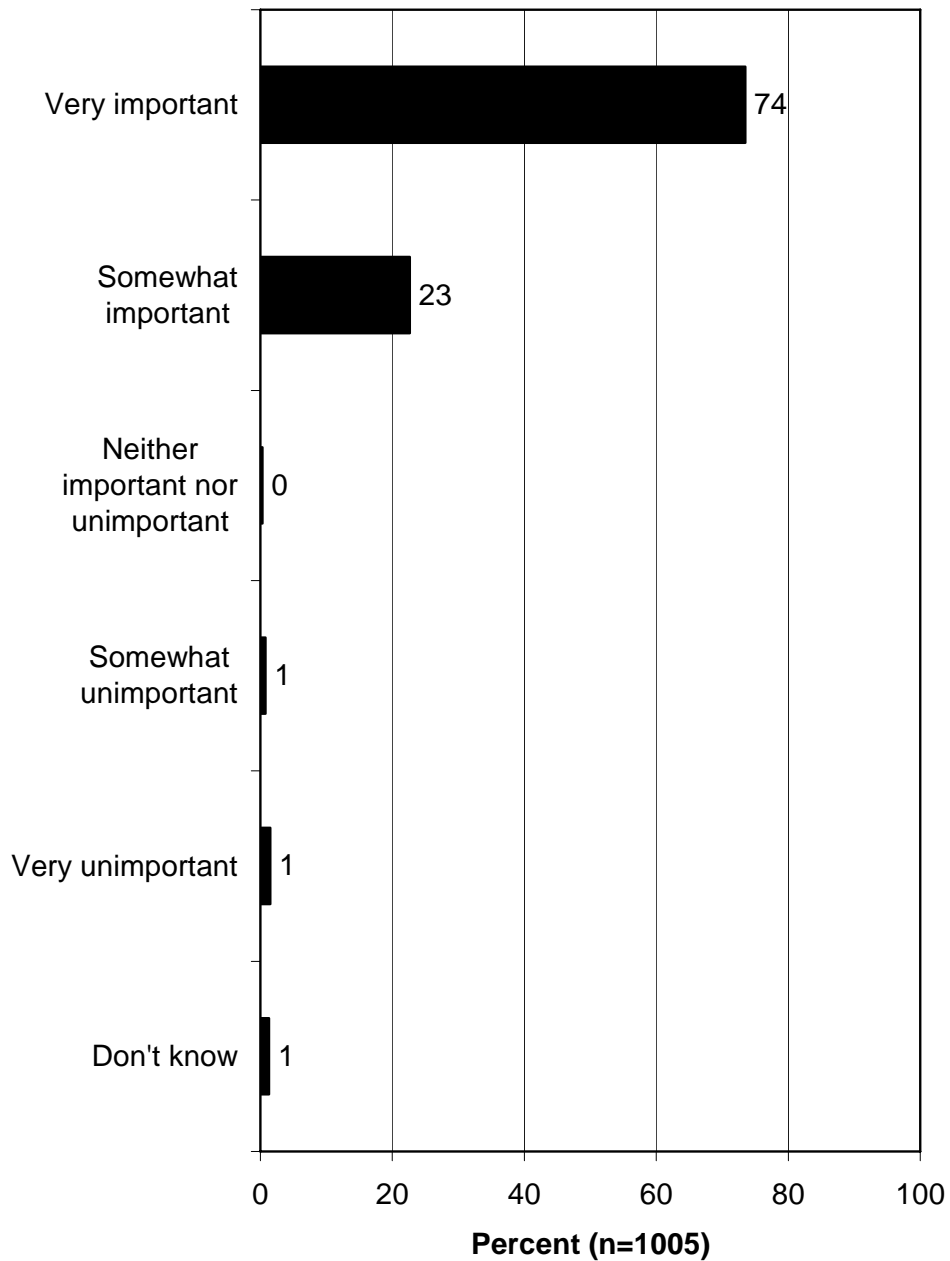
**Q26-29. Percent who indicated that the following
are very or somewhat unimportant.**



**Q26-29. Percent who indicated that the following
are very unimportant.**



Q147. Do you think funding to conserve wildlife resources in New Hampshire is important or unimportant?



PARTICIPATION IN OUTDOOR RECREATION, AND MOTIVATIONS FOR PARTICIPATING

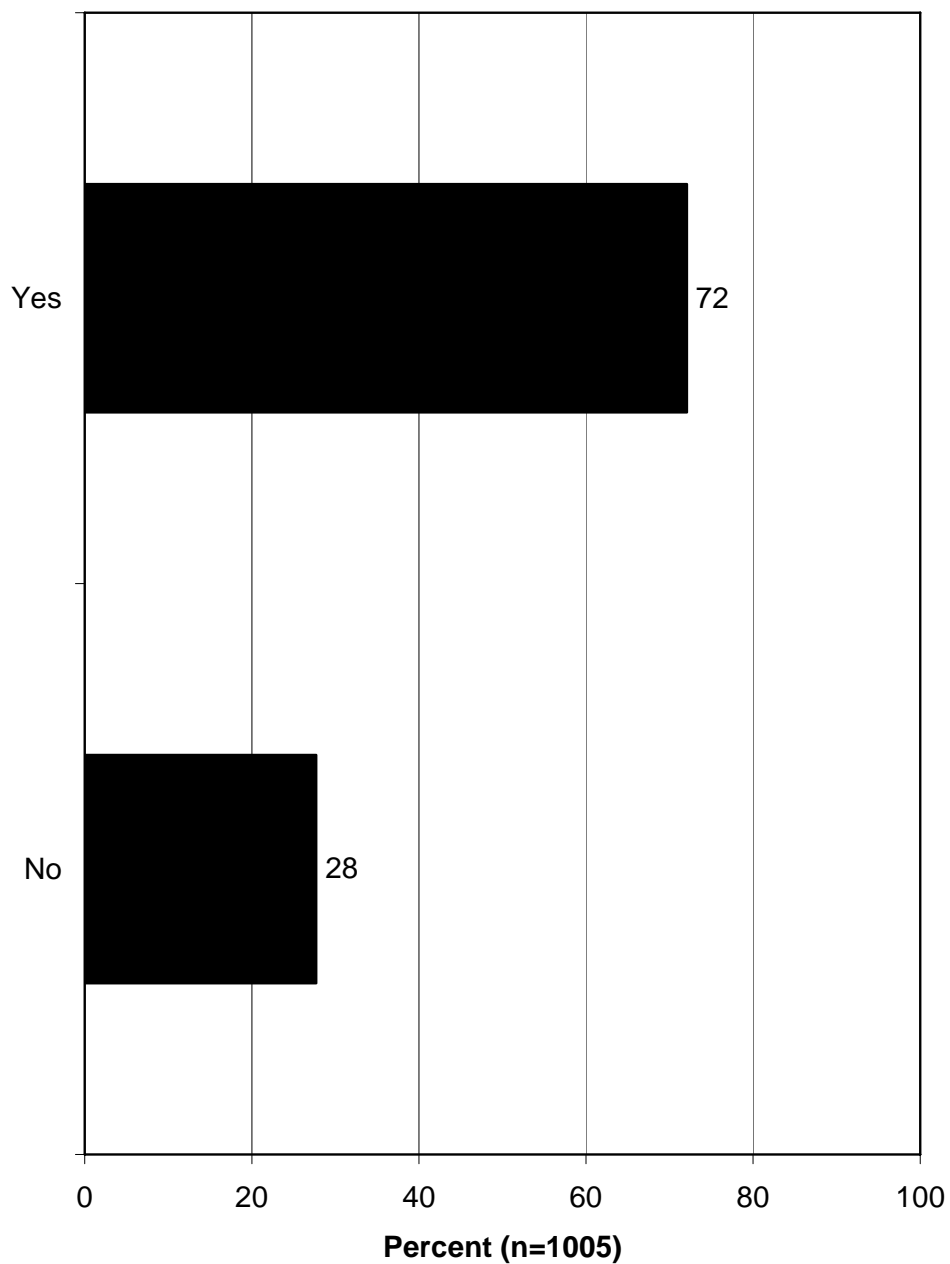
- Just under three-fourths of New Hampshire residents (72%) participated in any type of outdoor recreation activity in New Hampshire in the past 2 years.
 - When asked in an open-ended question to indicate their most important reason for participating in outdoor recreation in New Hampshire, residents most commonly give an answer related to fun and enjoyment (33%), for exercise and health benefits (27%), or to be out in nature (20%).
- Hiking is the top-named outdoor recreation activity when New Hampshire residents are asked to name the *single* outdoor activity in which they participated the most in the past 2 years: 25% of New Hampshire residents said hiking is their top outdoor activity, by far the top activity (34% of those who participated in an outdoor recreation activity). Eight other activities have at least 3% of residents who say it is their *primary* outdoor recreation activity: freshwater fishing (5%), camping in a tent in a campground (4%), hunting (4%), fishing in general (i.e., both freshwater and saltwater fishing) (4%), skiing (4%), ATV and/or snowmobile use (3%), motorboating (3%), and swimming (3%). Note that two graphs are shown regarding participation: the first shows participation among residents as a whole; the second shows participation among those who participated in at least one outdoor recreation activity in New Hampshire in the past 2 years.
 - The nonparametric analysis found that the following responses are correlated with participating in an outdoor recreation activity in New Hampshire in the past 2 years:
 - Indicates that outdoor recreation in New Hampshire in general is very important to him/her personally ($p \leq 0.001$).
 - Indicates knowing a great deal or moderate amount about conservation issues in New Hampshire ($p \leq 0.05$).
 - Knows there is a state agency responsible for the management and conservation of wildlife resources in New Hampshire ($p \leq 0.001$).
 - Is very satisfied with the New Hampshire Fish and Game Department as a governmental agency in New Hampshire ($p \leq 0.01$).
 - Strongly or moderately agrees with the statement that he/she feels that efforts to preserve wildlife habitat in New Hampshire are adequate ($p \leq 0.05$).
 - Strongly agrees with the statement that he/she can make a significant difference in protecting fish and wildlife habitat ($p \leq 0.05$).

- Does not give a rating of 10 on how important the following fish and wildlife activities should be for the New Hampshire Fish and Game Department: enforcing fish and game laws and regulations ($p \leq 0.01$), providing opportunities for the general public to view wildlife ($p \leq 0.05$), and providing conservation education ($p \leq 0.05$).
- Gives the New Hampshire Fish and Game Department's performance a rating of 8 or lower on all of the fish and wildlife activities listed (e.g., preserving natural areas; providing educational programs regarding fish and wildlife; managing game) (all at $p \leq 0.05$ or greater significance).
- Indicates that they have a good relationship with the New Hampshire Fish and Game Department by strongly or moderately agreeing with some of the statements (e.g., I would rather work together with the Department than not; the Department believes the opinions of people like me are legitimate; I feel that the Department is trying to maintain a long-term commitment to people like me) (all at $p \leq 0.05$ or greater significance), and not strongly or moderately agreeing with the following statement: In dealing with people like me, the Department has a tendency to throw its weight around ($p \leq 0.05$).
- Receives his/her information about outdoor recreation activities in New Hampshire from the Internet ($p \leq 0.001$), but does not indicate receiving information from the newspaper ($p \leq 0.001$).
- Has the median of 3 or more people living in his/her household, including themselves ($p \leq 0.001$).
- Has a bachelor's degree or graduate degree ($p \leq 0.001$).
- Has lived in his/her community for less than the mean of 21 years ($p \leq 0.001$).
- Is between ages 18-34 ($p \leq 0.001$).
- Has at least one child, age 17 or younger, living in his/her household ($p \leq 0.001$).
- Has been a New Hampshire resident for less than the mean of 29 years ($p \leq 0.01$).
- Lives in Hillsborough County ($p \leq 0.01$).
- Is between ages 35-64 ($p \leq 0.01$).
- Considers his or her place of residence to be a rural area ($p \leq 0.05$).
- The nonparametric analysis found that the following responses are correlated with *not* participating in an outdoor recreation activity in New Hampshire in the past 2 years:
 - Does not indicate that outdoor recreation in New Hampshire in general is very important to him/her personally ($p \leq 0.001$).
 - Does not indicate knowing a great deal or moderate amount about conservation issues in New Hampshire ($p \leq 0.05$).
 - Does not indicate knowing there is a state agency responsible for the management and conservation of wildlife resources in New Hampshire ($p \leq 0.001$).
 - Does not indicate being very satisfied with the New Hampshire Fish and Game Department as a governmental agency in New Hampshire ($p \leq 0.01$).
 - Does not indicate strongly or moderately agreeing with the statement that he/she feels that efforts to preserve wildlife habitat in New Hampshire are adequate ($p \leq 0.05$).
 - Does not indicate strongly agreeing with the statement that he/she can make a significant difference in protecting fish and wildlife habitat ($p \leq 0.05$).
 - Gives a rating of 10 on how important the following fish and wildlife activities should be for the New Hampshire Fish and Game Department: enforcing fish and game laws

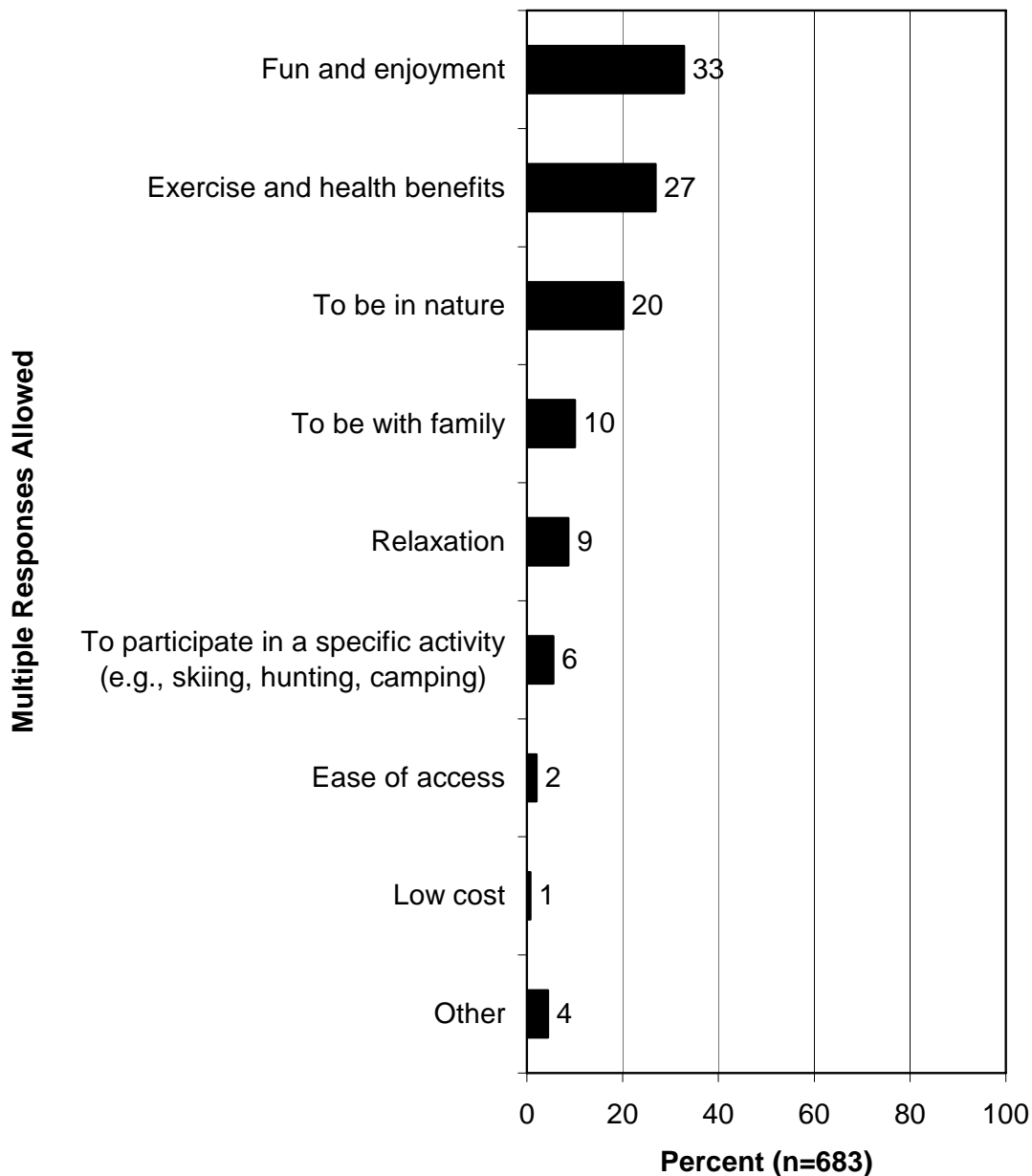
- and regulations ($p \leq 0.01$), providing opportunities for the general public to view wildlife ($p \leq 0.05$), and providing conservation education ($p \leq 0.05$).
- Does not know what rating to give the New Hampshire Fish and Game Department's performance on half of the fish and wildlife activities listed (e.g., preserving natural areas; enforcing fish and game laws and regulations; managing fish) (all at $p \leq 0.05$ or greater significance), but gives the Department's performance a rating of 9 or 10 in balancing wildlife resource management between consumptive and non-consumptive uses ($p \leq 0.05$) and acquiring additional land for such purposes as preserving natural areas, protecting fish and wildlife habitat, and providing public use areas ($p \leq 0.05$).
 - Does not indicate that they have a good relationship with the New Hampshire Fish and Game Department by not strongly or moderately agreeing with some of the statements (e.g., I would rather work together with the Department than not; the Department believes the opinions of people like me are legitimate; I feel that the Department is trying to maintain a long-term commitment to people like me) (all at $p \leq 0.05$ or greater significance), and strongly or moderately agreeing with the following statement: In dealing with people like me, the Department has a tendency to throw its weight around ($p \leq 0.05$).
 - Receives his/her information about outdoor recreation activities in New Hampshire from the newspaper ($p \leq 0.001$), but does not indicate receiving information from the Internet ($p \leq 0.001$).
 - Is age 65 or older ($p \leq 0.001$).
 - Has less than the median of 3 people living in his/her household, including themselves ($p \leq 0.001$).
 - Has lived in his/her community for the mean of 21 years or more ($p \leq 0.001$).
 - Does not have a bachelor's degree ($p \leq 0.001$).
 - Does not have any children, ages 17 or younger, living in his/her household ($p \leq 0.001$).
 - Has been a New Hampshire resident for the mean of 29 years or more ($p \leq 0.01$).
 - Lives in Merrimack County ($p \leq 0.05$).
- The survey obtained information on days of participation in five activities: wildlife viewing away from home, hiking, using a Wildlife Management Area, canoeing/kayaking, and using a freshwater body (lake, pond, or river).
- A graph of days of wildlife viewing away from home among New Hampshire residents is shown: 40% did not participate at all; about a third (32%) participated for 20 days or less; and 19% participated for more than 20 days. (Another graph shows the days of participation among participants only.)
 - Days of participation in hiking is shown: 46% did not hike at all; 39% hiked for 20 days or less; and 11% hiked for more than 20 days. (Another graph shows the days of hiking among hikers only.)

- Days of use of Wildlife Management Areas is shown: 65% did not use them at all; 26% used them for 20 days or less; and 5% used them for more than 20 days. (Another graph shows the days of use among only those who used Wildlife Management Areas.)
- Days of participation in canoeing/kayaking is shown: 63% did not participate at all; 34% participated for 20 days or less; and 3% participated for more than 20 days. (Another graph shows the days of canoeing/kayaking among participants only.)
- Days of participation in using a lake, pond, or river, other than for canoeing, kayaking, or the respondent's primary activity (i.e., for secondary activities) is shown: 53% did not participate at all; 36% participated for 20 days or less; and 9% participated for more than 20 days. (Another graph shows the days of canoeing/kayaking among participants only.)
- In addition to the analyses above regarding days of participation, the question was crosstabulated by primary activity for four activities: fishing, hunting, camping, and skiing/snowboarding. The percentages here are out of *participants who named the activity as their top activity* rather than out of all respondents.
 - Days of participation in fishing is shown: 56% of anglers fished for 20 days or less; and 38% fished for more than 20 days.
 - Days of participation in hunting is shown: 32% of hunters hunted for 20 days or less; and 66% hunted for more than 20 days.
 - Days of participation in camping is shown: 85% of campers camped for 20 days or less; and 14% camped for more than 20 days.
 - Days of participation in skiing or snowboarding is shown: 76% of participants participated for 20 days or less; and 21% participated for more than 20 days.

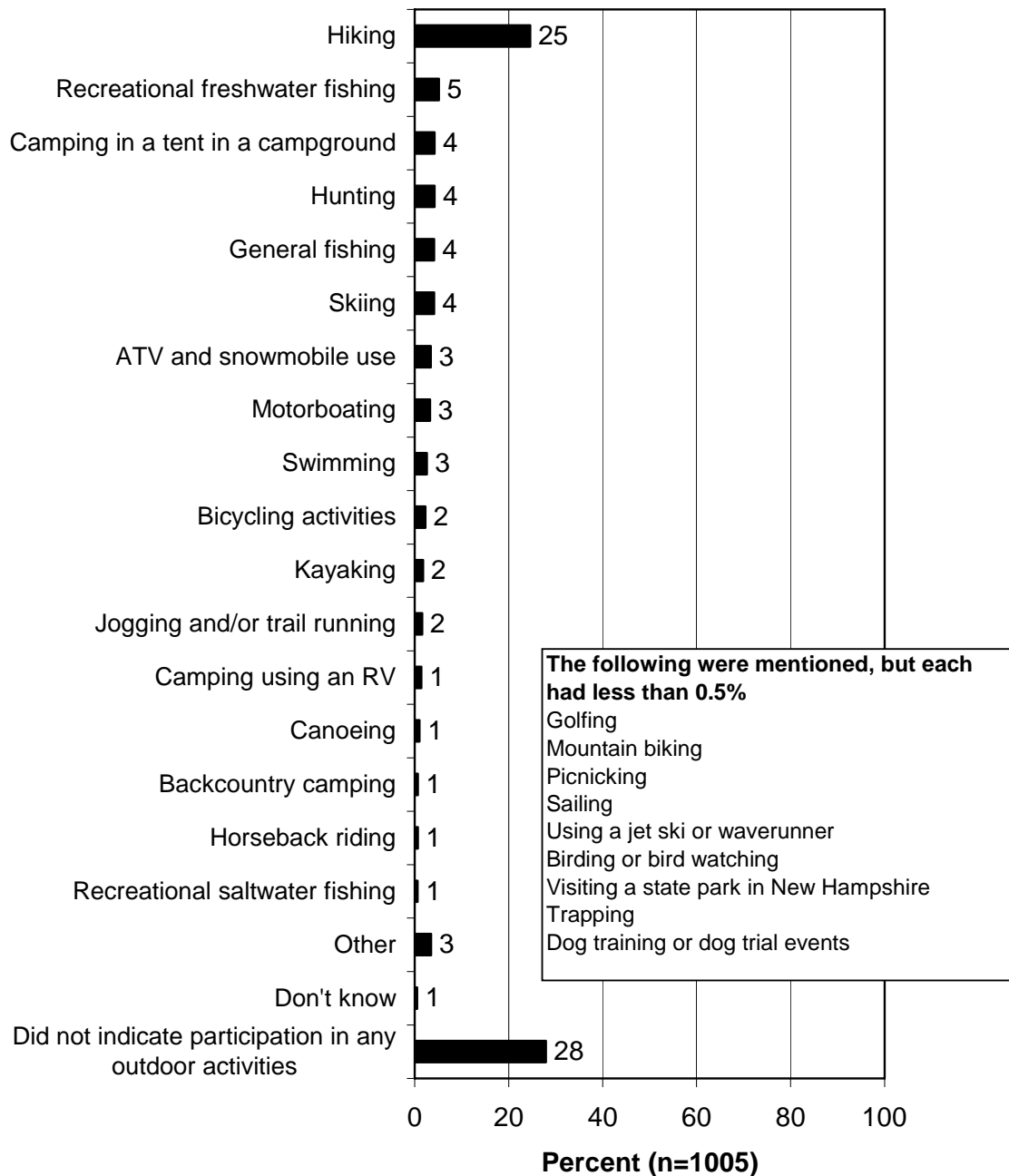
Q32. Have you participated in any outdoor recreation activities in New Hampshire in the past 2 years?



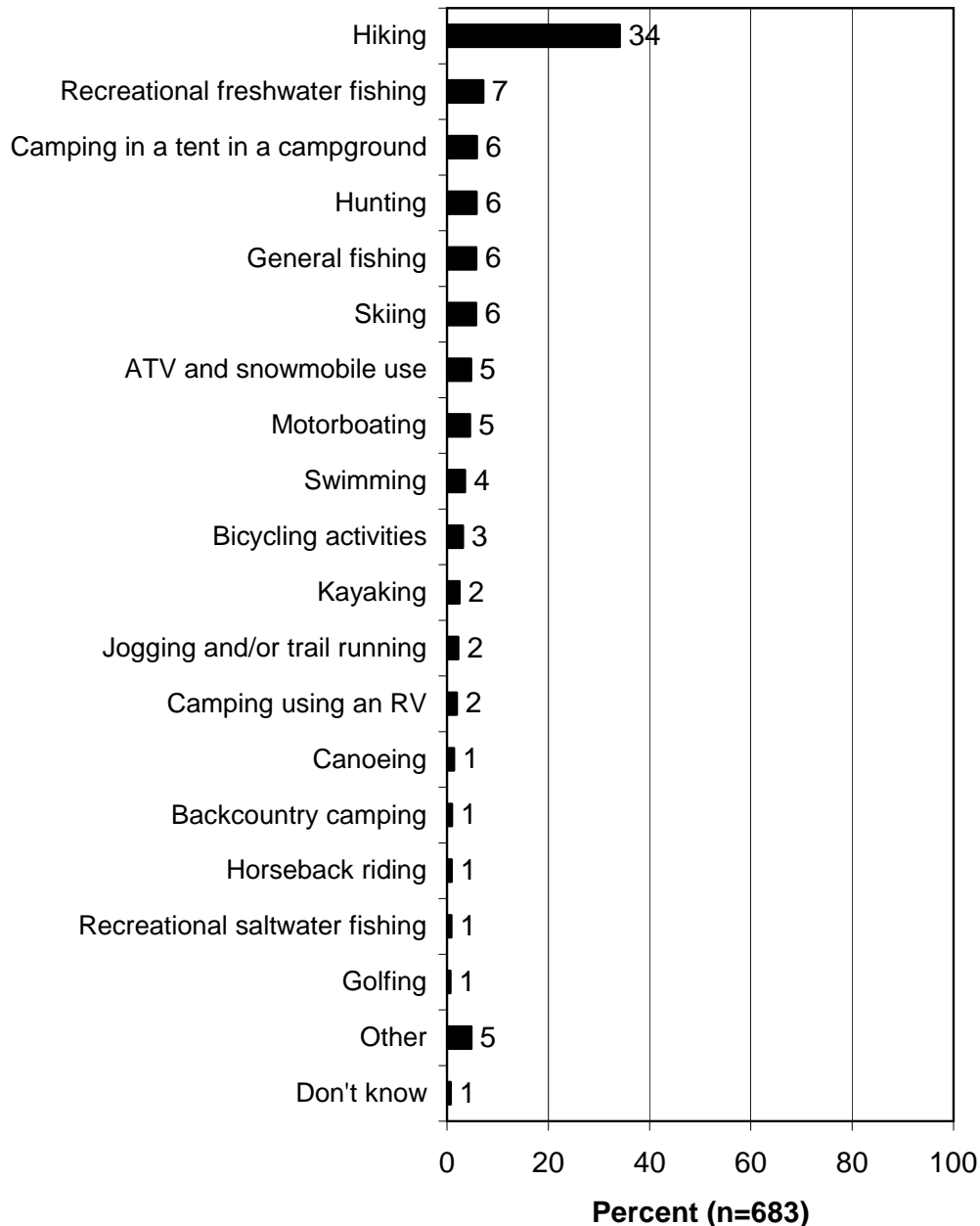
Q33. What is the most important reason you participate in outdoor recreation activities in New Hampshire? (Asked of those who participated in outdoor recreation activities in New Hampshire in the past 2 years.)



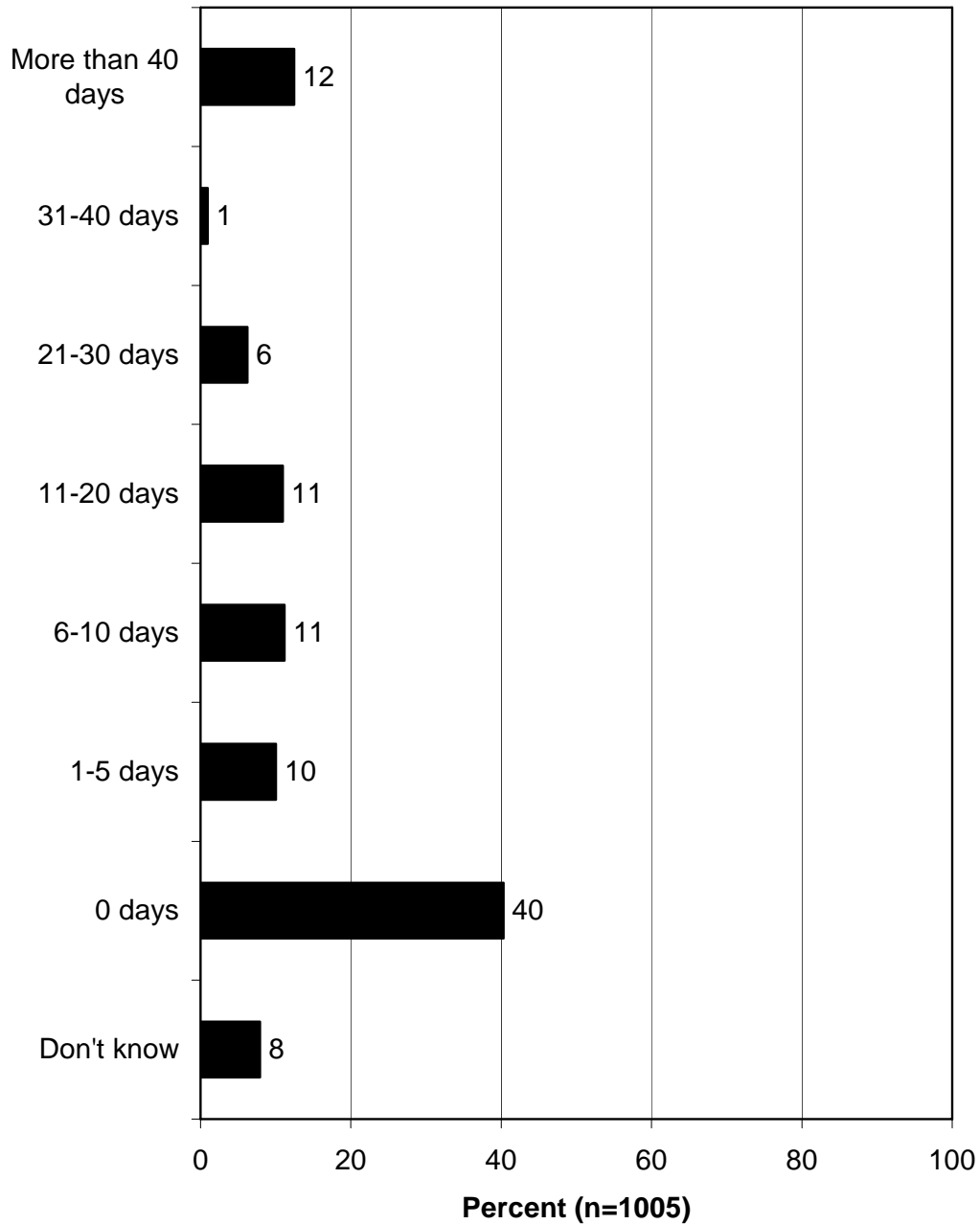
Q32/34/35. I'd like for you to think about the activities in which you participated over the past 2 years. In which outdoor recreation activity did you participate the most over the last 2 years in New Hampshire?



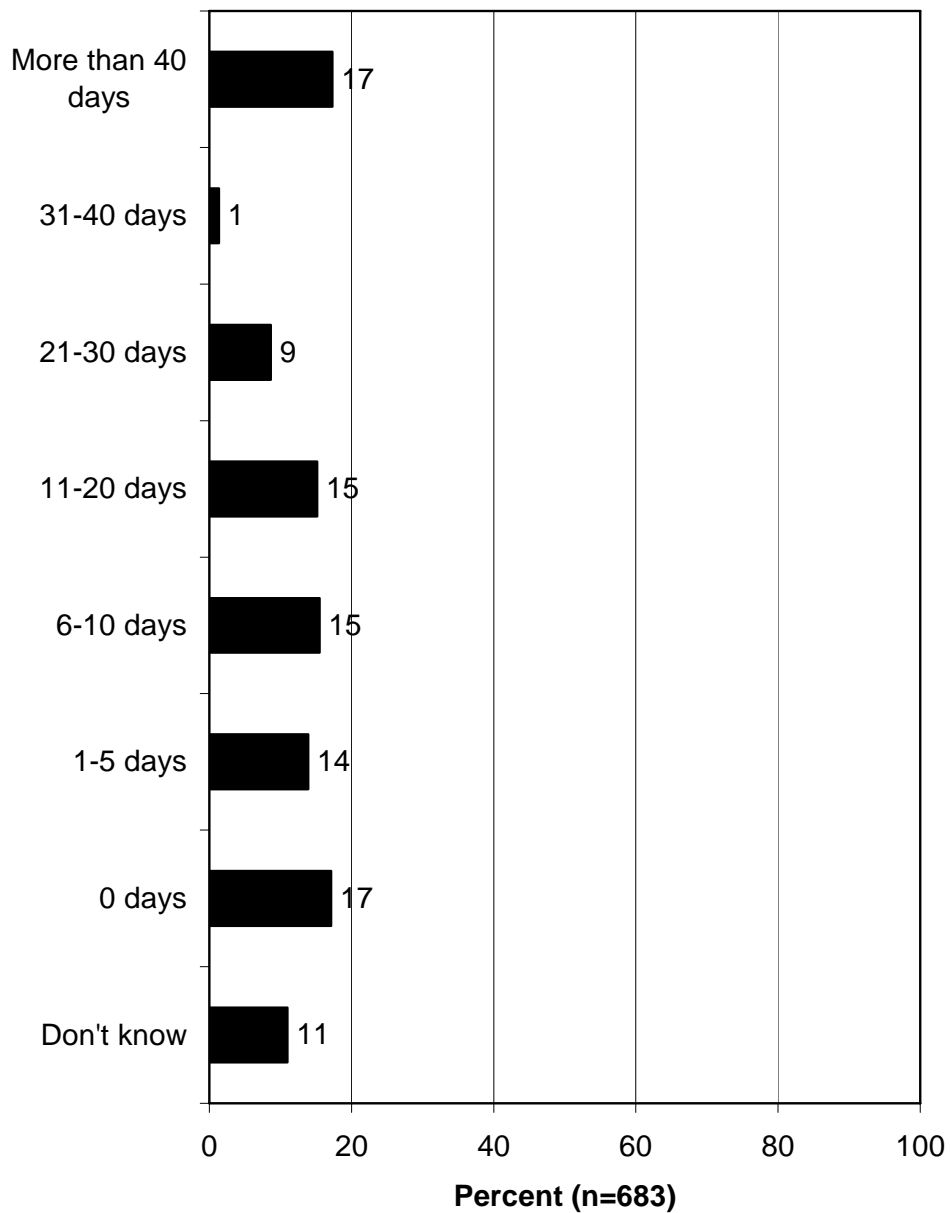
Q34/35. I'd like for you to think about the activities in which you participated over the past 2 years. In which outdoor recreation activity did you participate the most over the last 2 years in New Hampshire? (Asked of those who participated in outdoor recreation in New Hampshire in the past 2 years.)



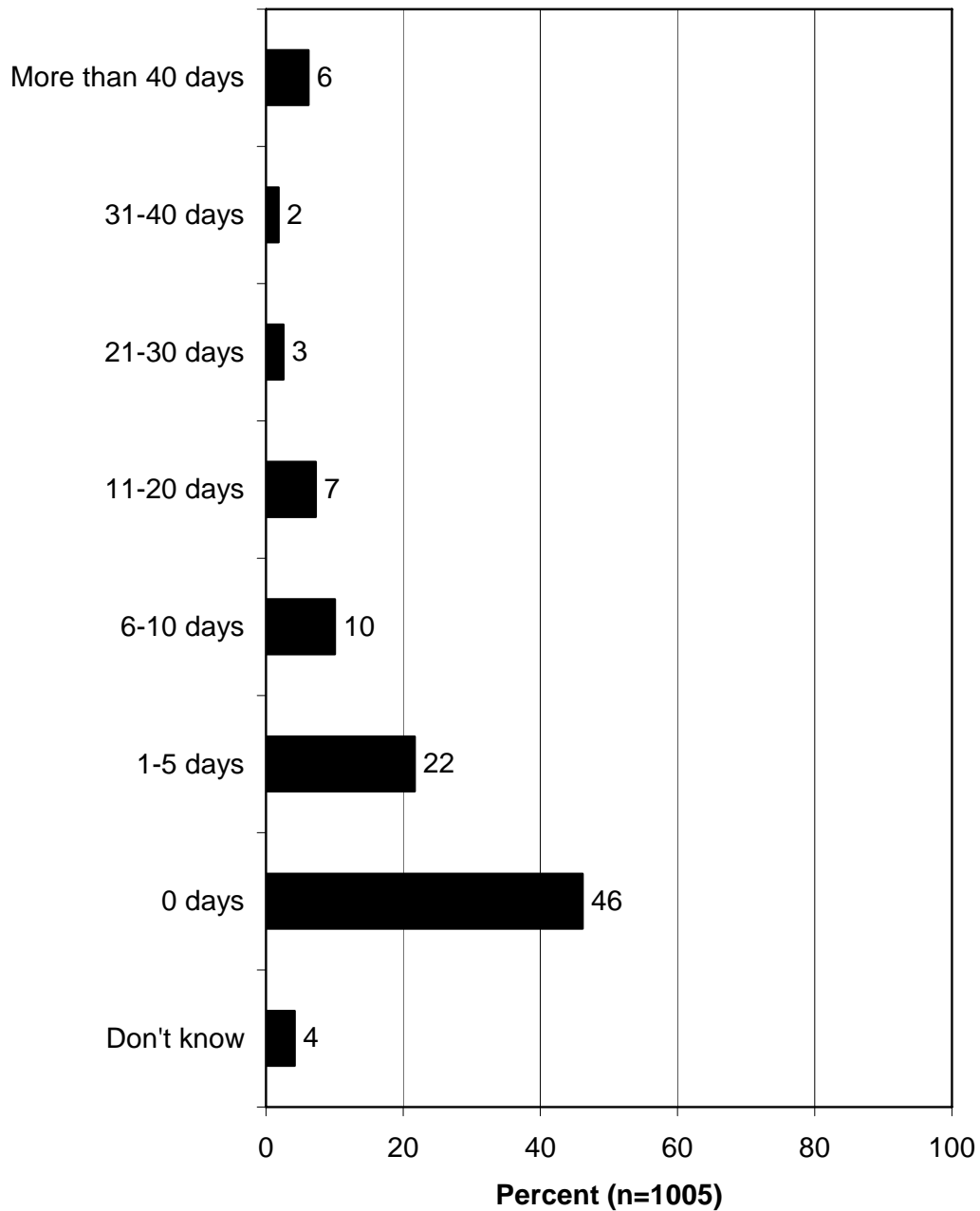
Q52. How many days total during the past 12 months did you personally view or enjoy wildlife away from home in New Hampshire? (Among all respondents.)



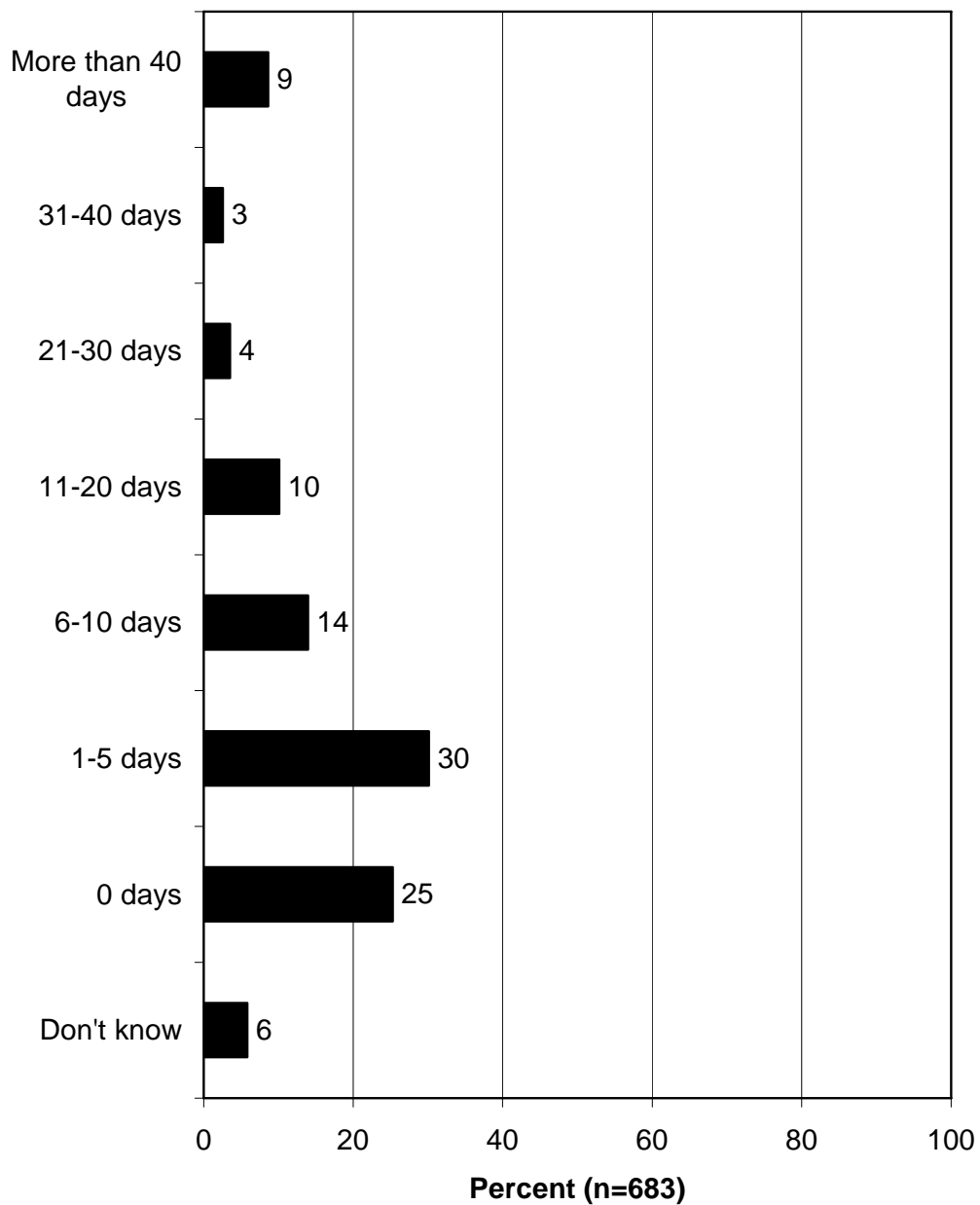
Q52. How many days total during the past 12 months did you personally view or enjoy wildlife away from home in New Hampshire? (Asked of those who participated in outdoor recreation activities in New Hampshire in the past 2 years.)



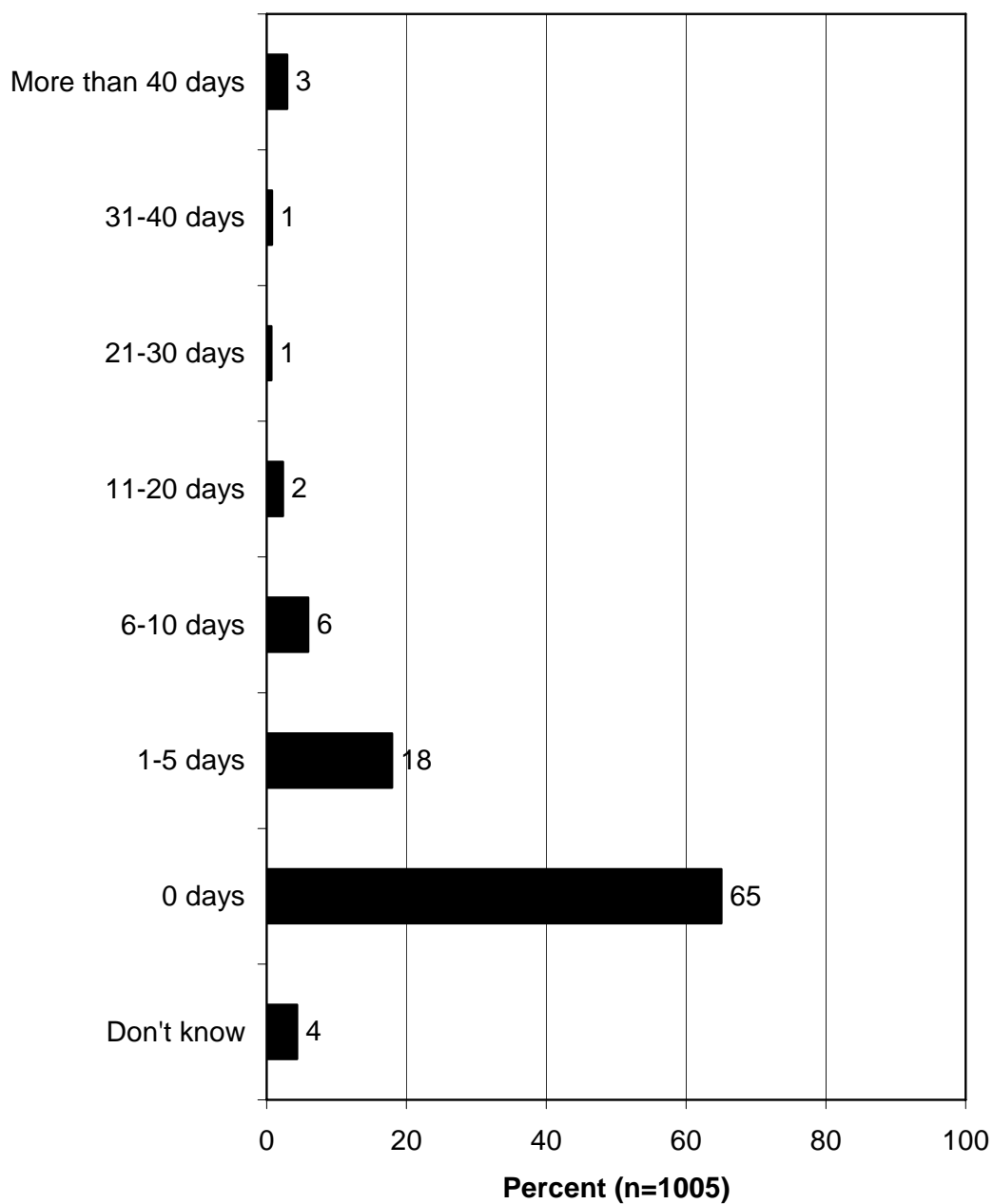
Q41/63. How many days total during the past 12 months did you personally participate in hiking in New Hampshire? (Among all respondents.)



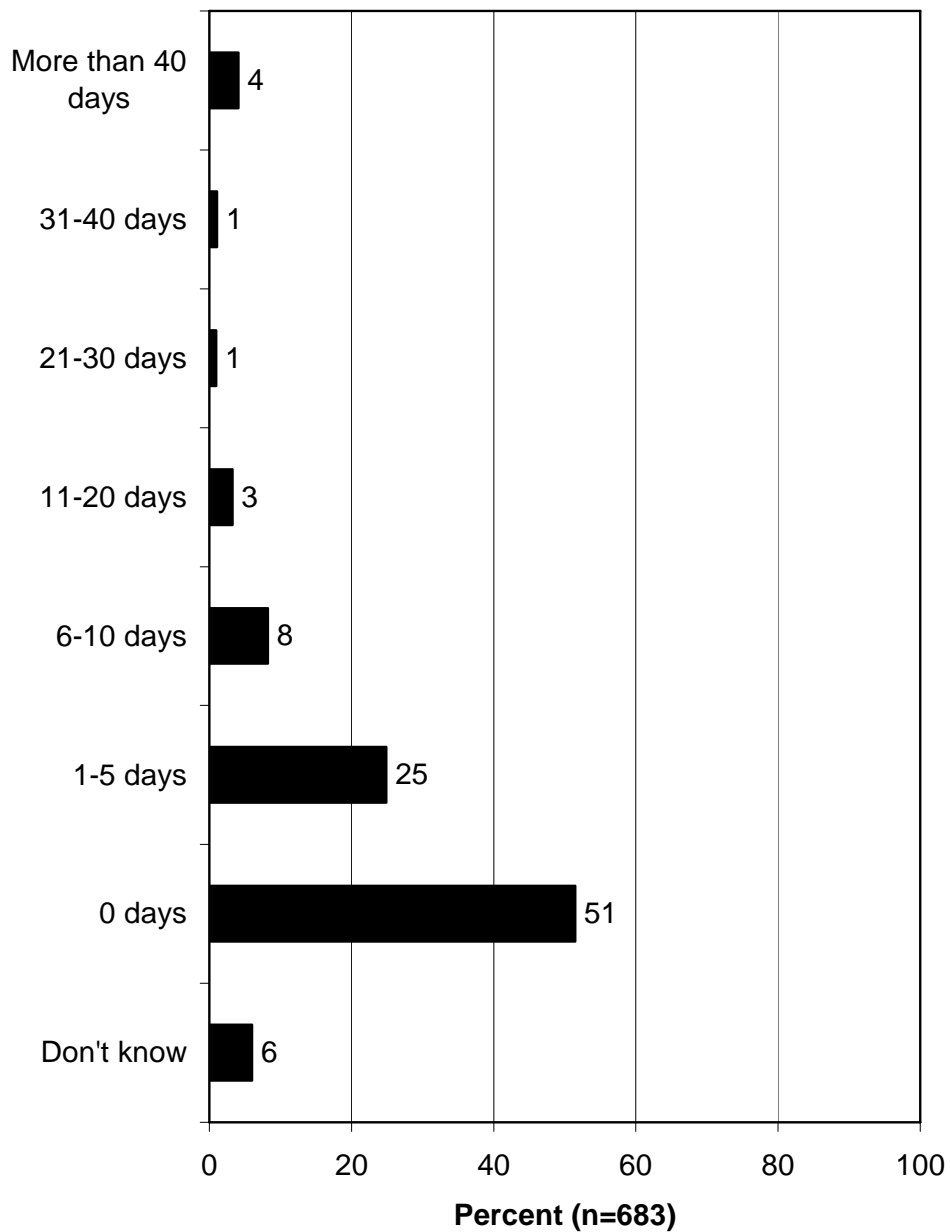
Q41/63. How many days total during the past 12 months did you personally participate in hiking in New Hampshire? (Asked of those who participated in outdoor recreation in New Hampshire in the past 2 years.)



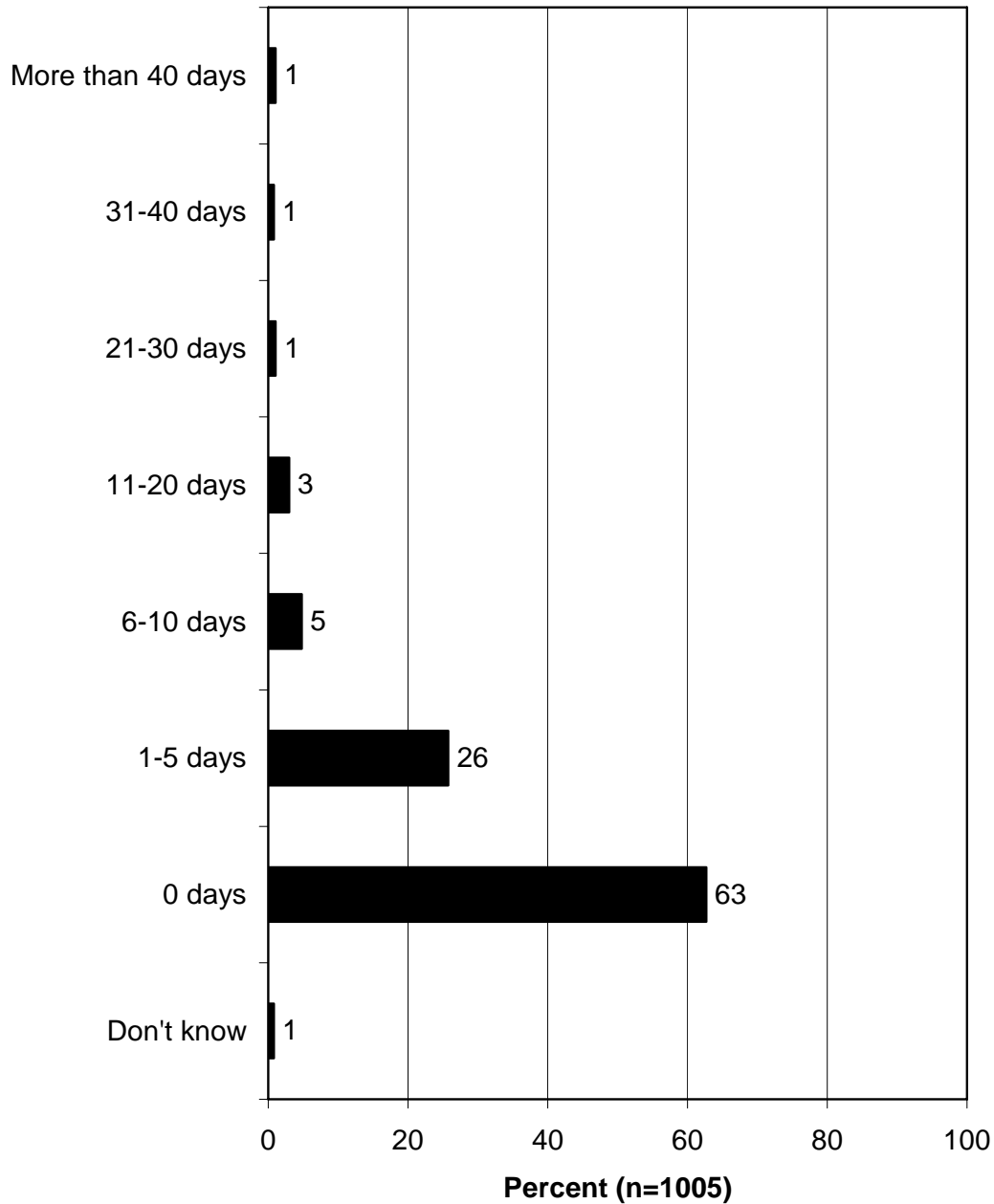
Q73. How many days total during the past 12 months did you personally use Wildlife Management Areas in New Hampshire? (Among all respondents.)



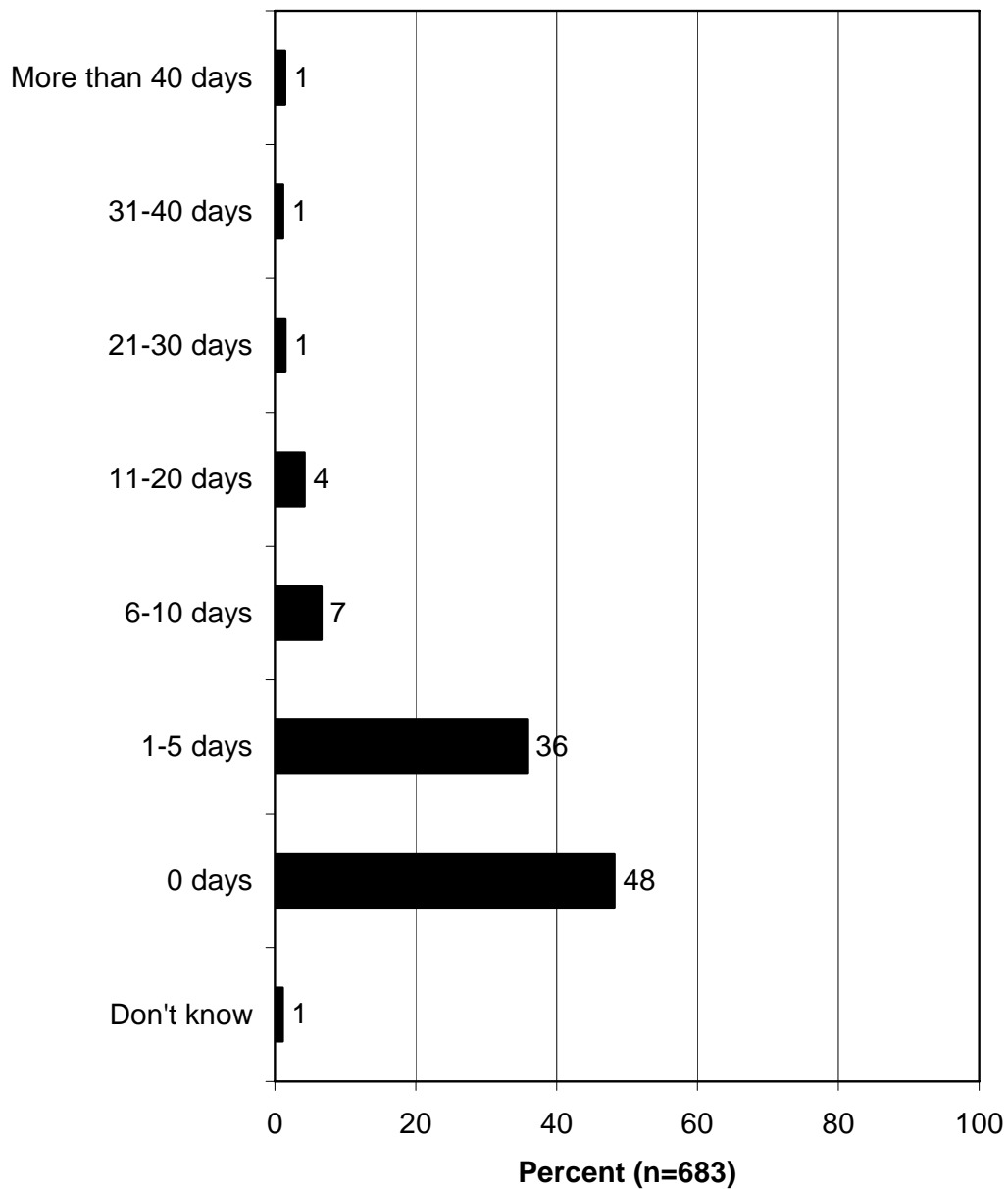
Q73. How many days total during the past 12 months did you personally use Wildlife Management Areas in New Hampshire? (Asked of those who participated in outdoor recreation activities in New Hampshire in the past 2 years.)



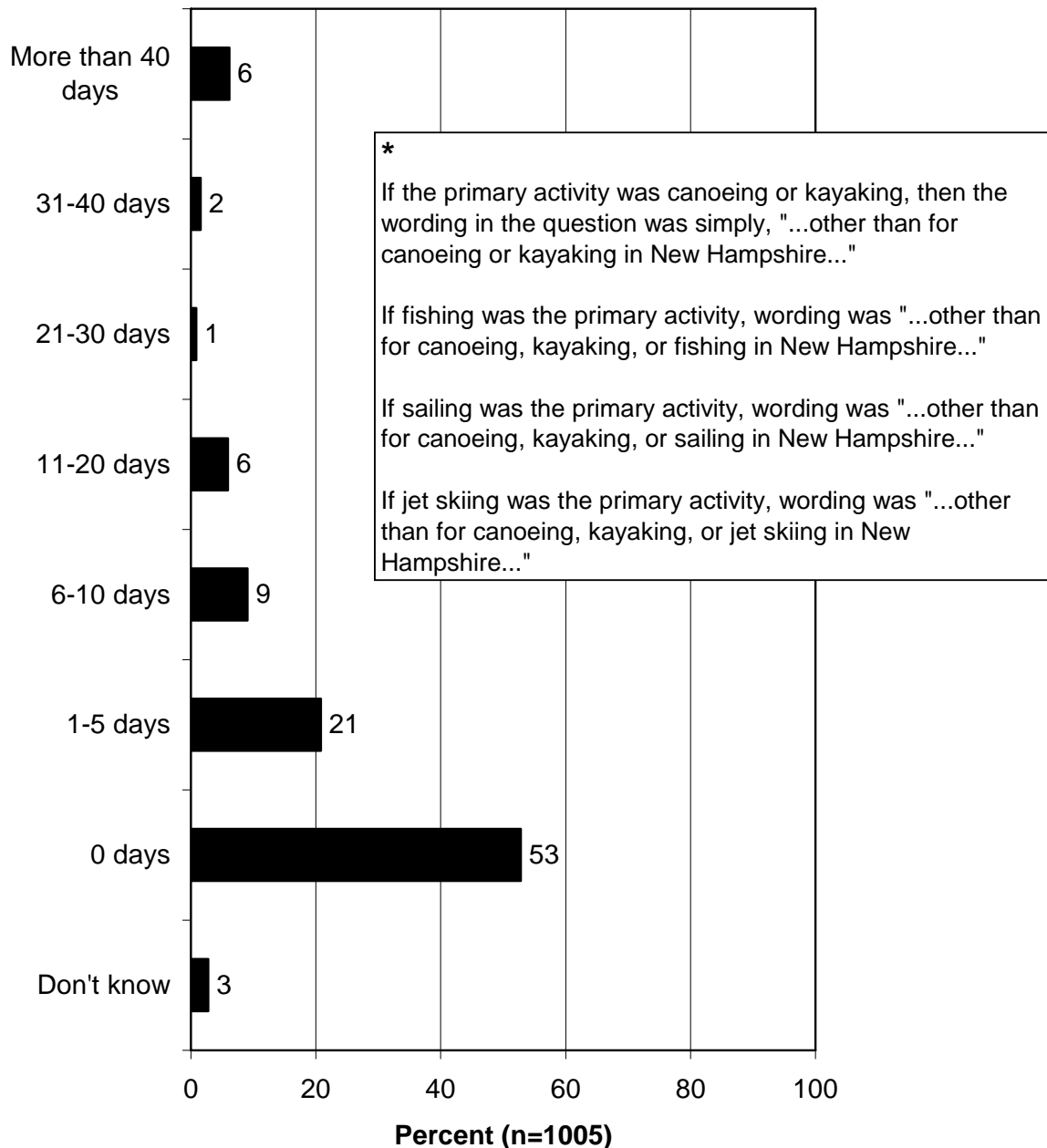
Q41/84. How many days total during the past 12 months did you personally participate in canoeing or kayaking in New Hampshire? (Among all respondents.)



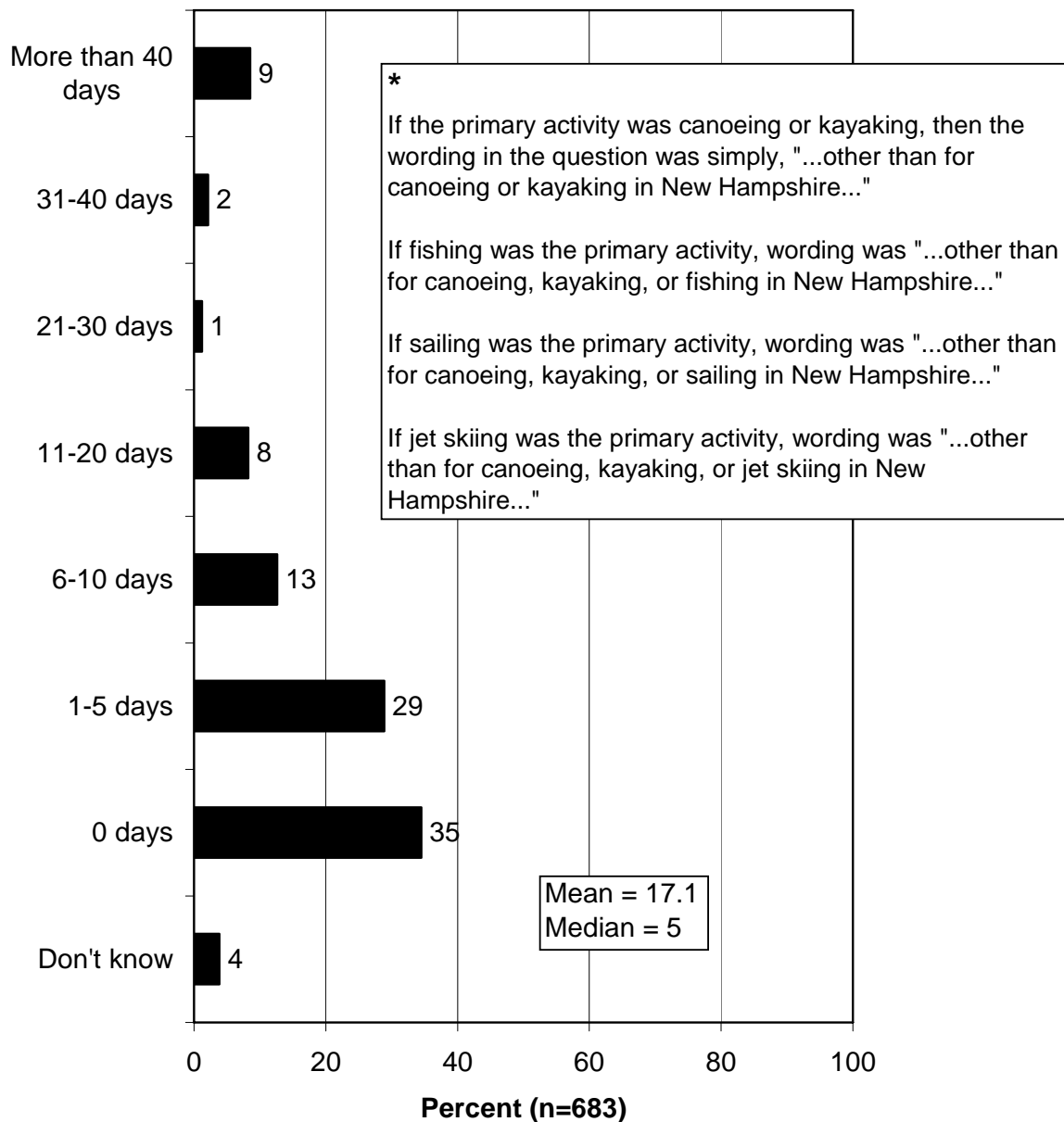
Q41/84. How many days total during the past 12 months did you personally participate in canoeing or kayaking in New Hampshire? (Asked of those who participated in outdoor recreation in New Hampshire in the past 2 years.)



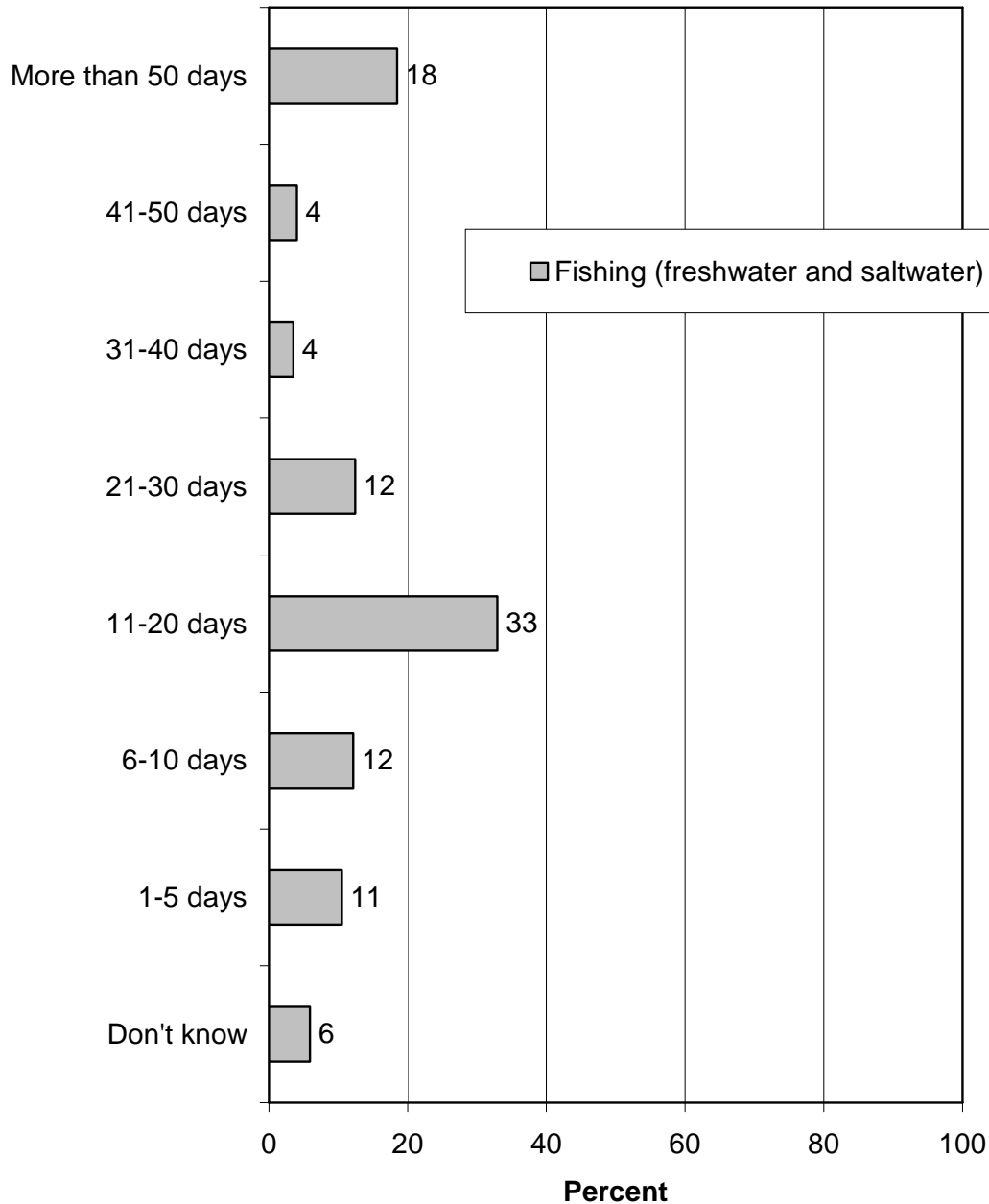
Q95. How many days total during the past 12 months did you personally participate in outdoor recreation on a lake, pond, or river other than canoeing, kayaking, or [primary activity*] in New Hampshire? (Among all respondents.)



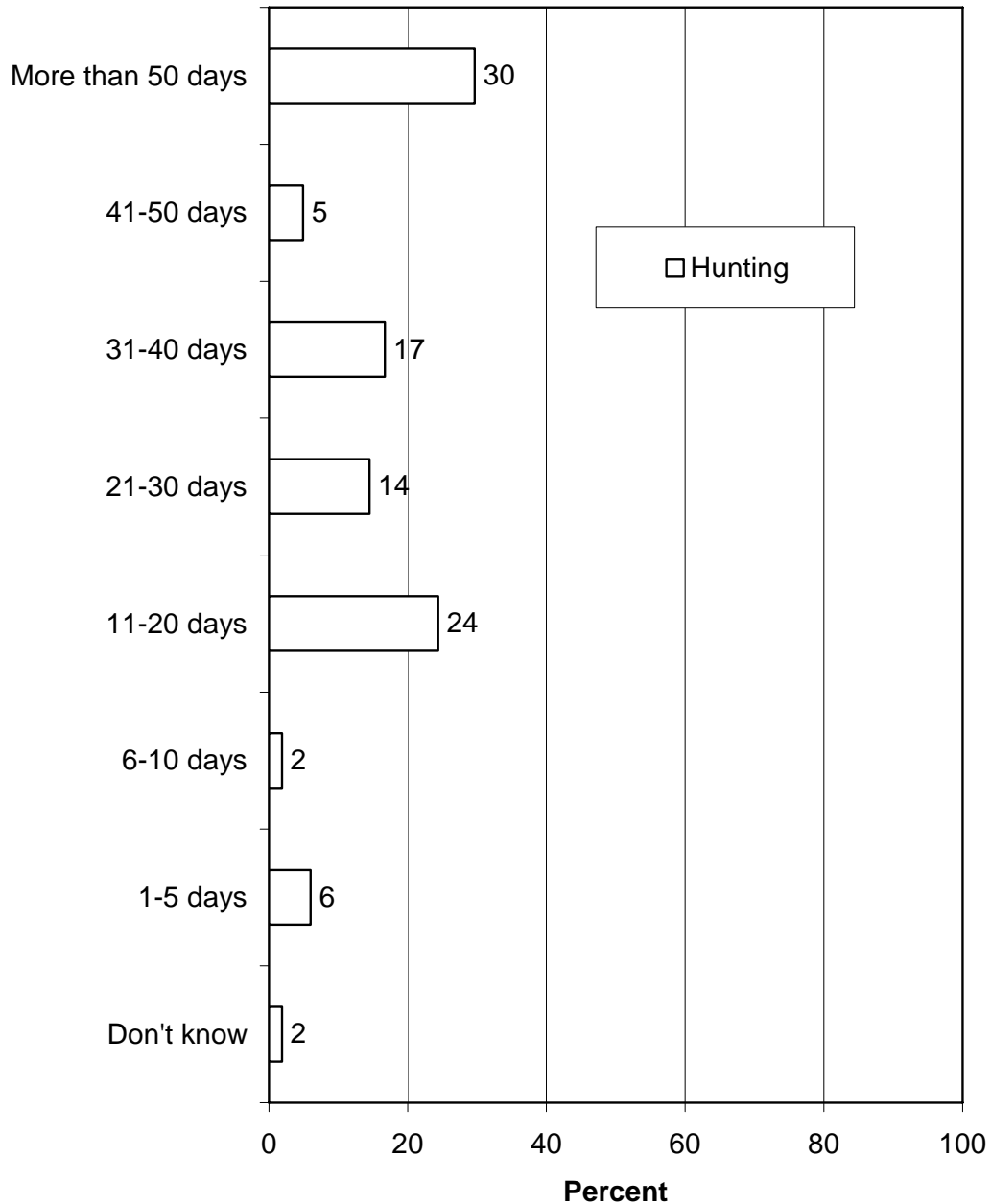
Q95. How many days total during the past 12 months did you personally participate in outdoor recreation on a lake, pond, or river other than for canoeing, kayaking, or [primary activity*] in New Hampshire? (Asked of those who participated in outdoor recreation activities in New Hampshire in the past 2 years.)



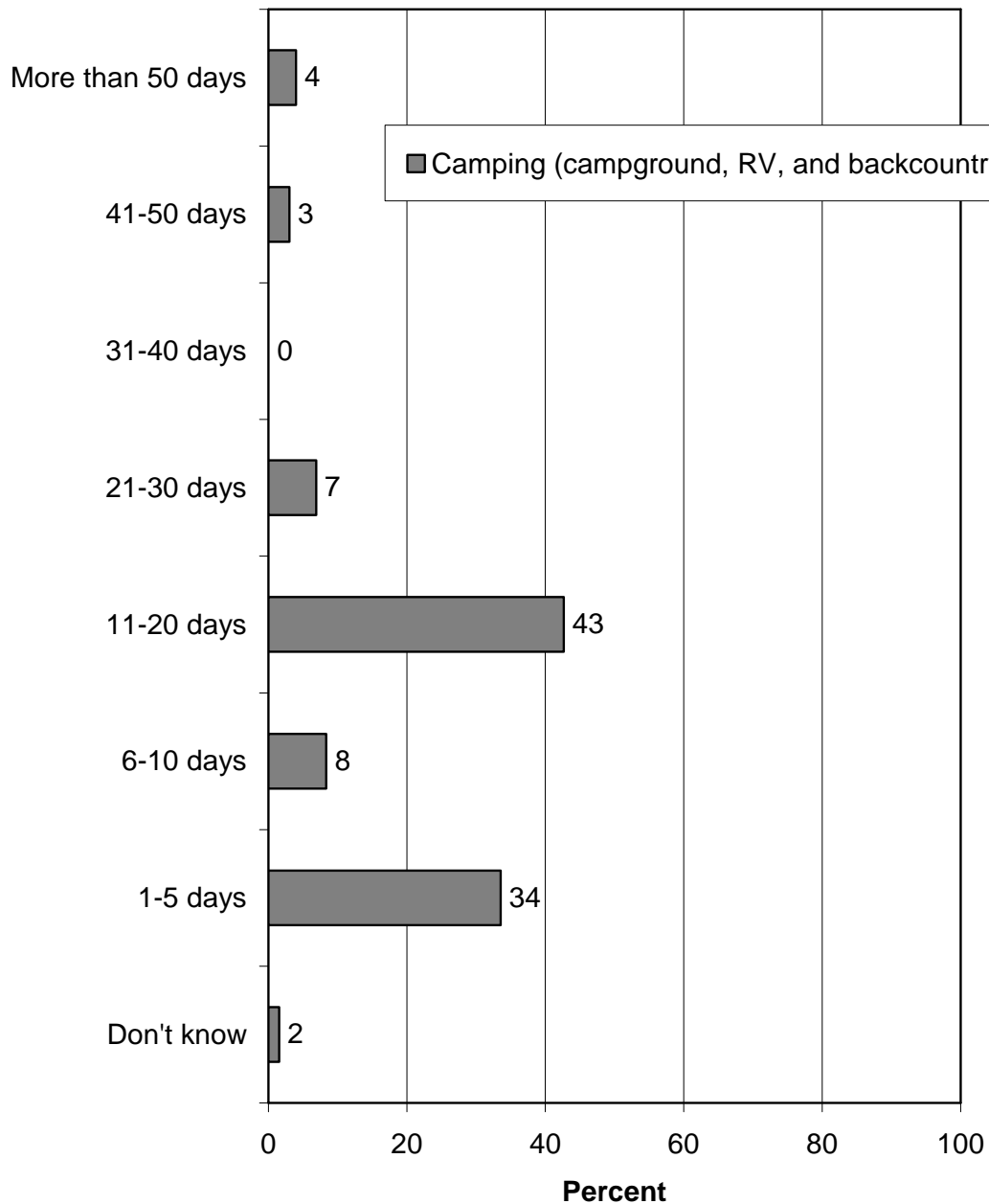
Q41. How many days total during the past 12 months did you personally participate in [primary activity] in New Hampshire? (Among those whose primary activity was fishing.)



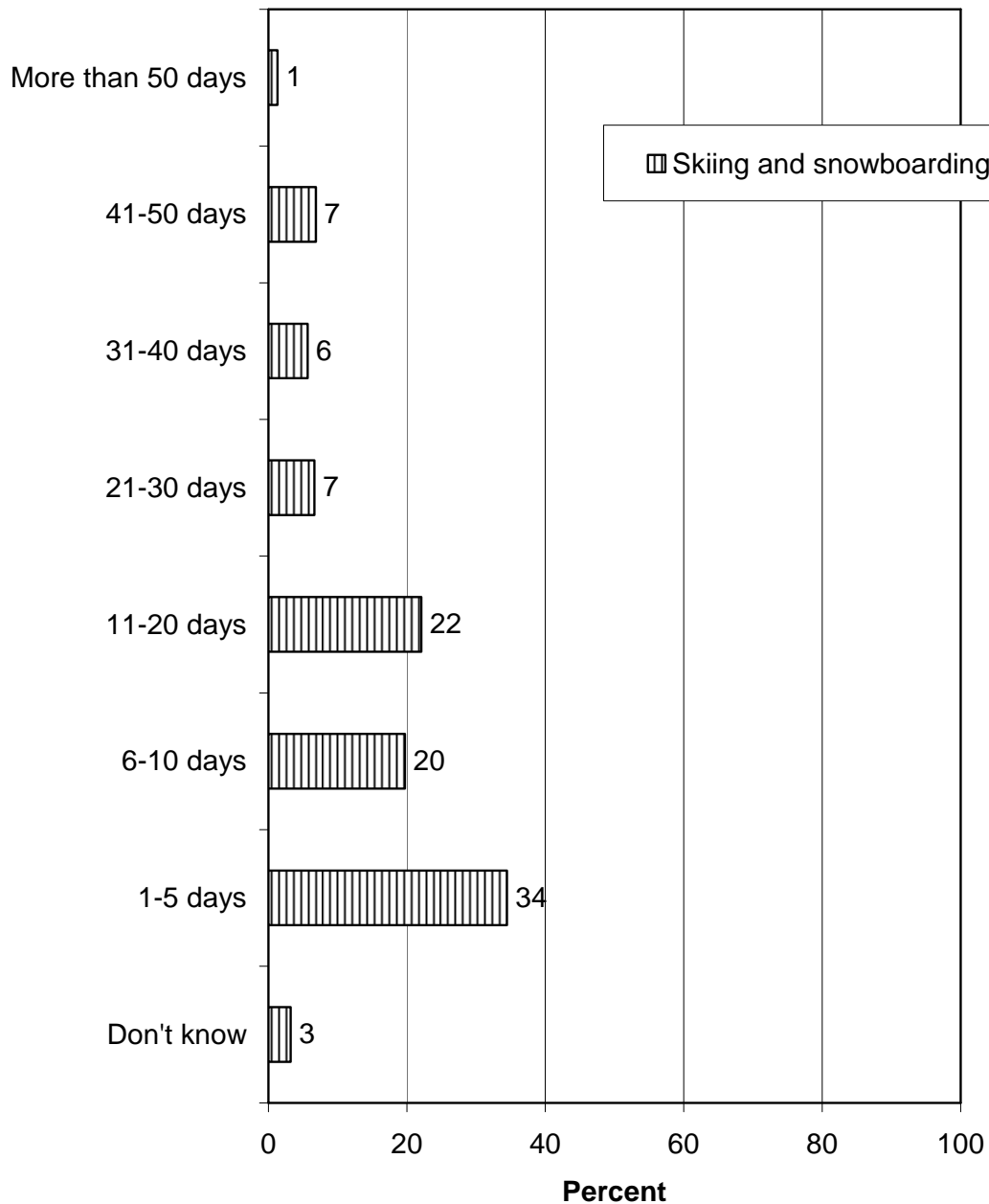
Q41. How many days total during the past 12 months did you personally participate in [primary activity] in New Hampshire? (Among those whose primary activity was hunting.)



Q41. How many days total during the past 12 months did you personally participate in [primary activity] in New Hampshire? (Among those whose primary activity was camping.)



Q41. How many days total during the past 12 months did you personally participate in [primary activity] in New Hampshire? (Among those whose primary activity was skiing or snowboarding.)



SATISFACTION WITH OUTDOOR RECREATION, AND CONSTRAINTS TO PARTICIPATION

- Participants' satisfaction with their primary outdoor recreation activity in New Hampshire is fairly high, with an overwhelming majority of participants (95%) saying that they were satisfied (mostly *very* satisfied, 74%) with their experiences in their primary activity in New Hampshire in the past 12 months.
 - For several specific activities, the survey asked participants to rate their satisfaction with the activity: wildlife viewing away from home, hiking, using a Wildlife Management Area, and canoeing/kayaking. For these activities, the survey asked those who said it was their primary activity to rate it, and the survey also asked those who participated but who did not indicate it as being their *primary* activity to rate it; these results were then combined, when necessary, to give ratings among all participants. For an additional type of activity—using a freshwater body (lake, pond, or river)—respondents who had used a water body were asked to rate their satisfaction with it for activities *other than for* canoeing, kayaking, or their primary activity (i.e., for any secondary activities).
 - The overwhelming majority of participants in *wildlife viewing* away from home (95%) are satisfied with their wildlife viewing experiences in New Hampshire in the past 12 months (mostly *very* satisfied—63%).
 - Nearly all hikers (98%) are satisfied with their *hiking* experiences in New Hampshire in the past 12 months (mostly *very* satisfied—78%).
 - The overwhelming majority of those who used a *Wildlife Management Area* in New Hampshire in the past 12 months (94%) are satisfied with their use of Wildlife Management Areas in the past 12 months (mostly *very* satisfied—68%).
 - The overwhelming majority of canoeists/kayakers (95%) are satisfied with their *canoeing/kayaking* experiences in New Hampshire in the past 12 months (mostly *very* satisfied—79%).
 - Those who had used a freshwater body (lake, pond, or river) overwhelmingly are satisfied (97%) with their experiences *using a freshwater body* (mostly *very* satisfied—68%).
 - The satisfaction question regarding respondents' *primary* activity can be analyzed by breaking down the results by the activities that respondents named, allowing an

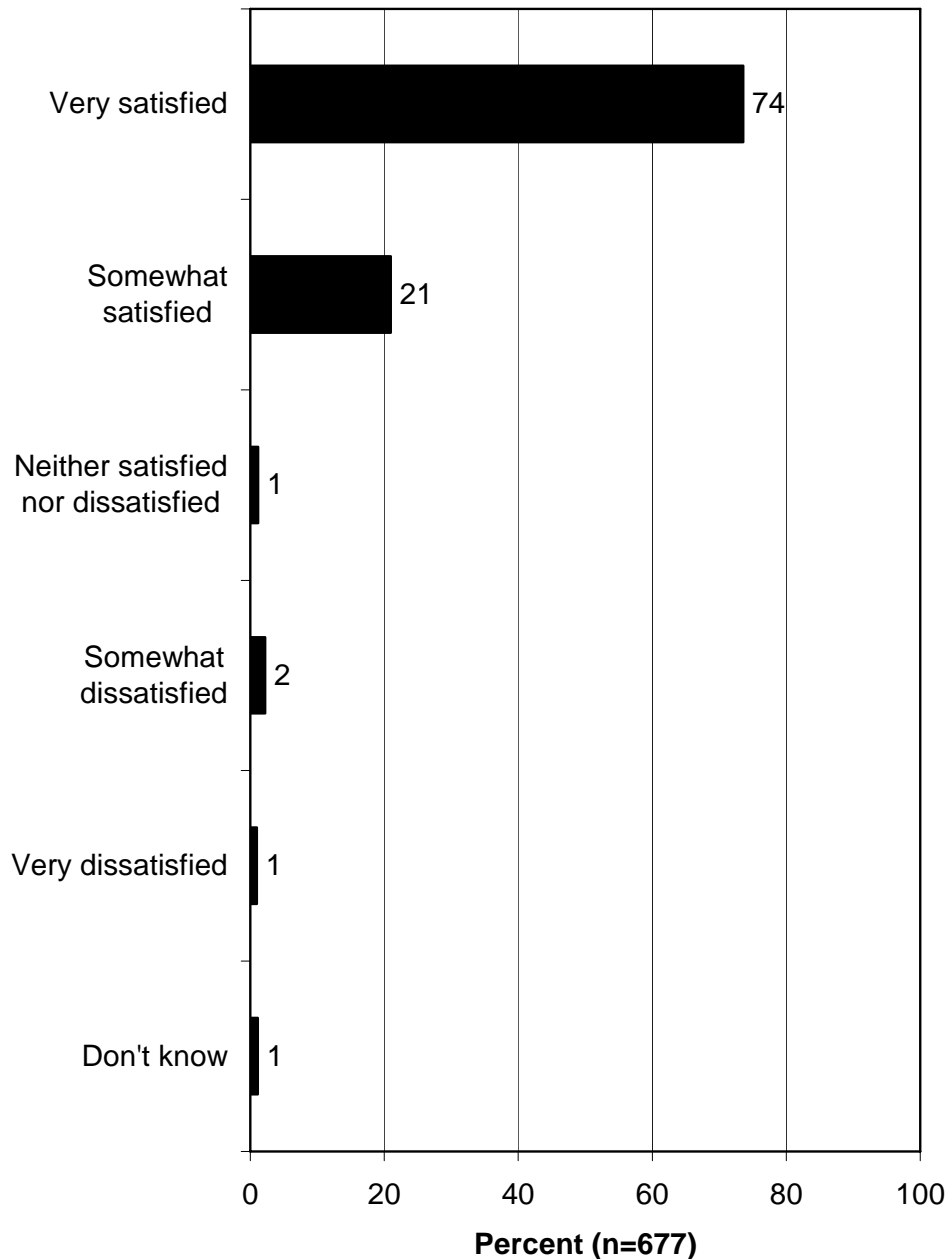
examination of satisfaction about activities in addition to the five activities discussed above. Note that these ratings are by those who say the activity is their *primary* outdoor recreation activity.

- The overwhelming majority of anglers (91%) are satisfied with their *fishing* (both freshwater and saltwater) experiences in New Hampshire in the past 12 months (mostly *very* satisfied—65%).
 - The large majority of hunters (76%) are satisfied with their *hunting* experiences in New Hampshire in the past 12 months (nearly half were *very* satisfied—48%).
 - The overwhelming majority of campers (97%) are satisfied with their *camping* experiences in New Hampshire in the past 12 months (mostly *very* satisfied—79%).
 - All of the skiers/snowboarders interviewed (100%) are satisfied with their *skiing/snowboarding* experiences in New Hampshire in the past 12 months (mostly *very* satisfied—79%).
- Outdoor recreation participants were asked to name, in an open-ended question, any important issues related to their primary outdoor activity in New Hampshire. Overall, the top responses relate to access to nature (15%), proper upkeep of areas (13%), litter/pollution (11%), health of wildlife populations (8%), safety (6%), and overuse of resources (5%)—all at 5% or more.
- Issues related to wildlife viewing away from home, hiking, using a Wildlife Management Area, canoeing/kayaking, and using a freshwater body (other than for canoeing, kayaking, or their primary activity) are also shown.
 - Top *wildlife viewing* issues are overcrowding/development, availability of wildlife, and access to areas.
 - Top *hiking* issues include litter, access-related issues, and proper upkeep of areas.
 - Top issues relating to *use of Wildlife Management Areas* are litter/maintenance of areas and access-related issues.
 - Top issues related to *canoeing and/or kayaking* include access-related issues, litter/pollution/water quality, and proper upkeep of areas.

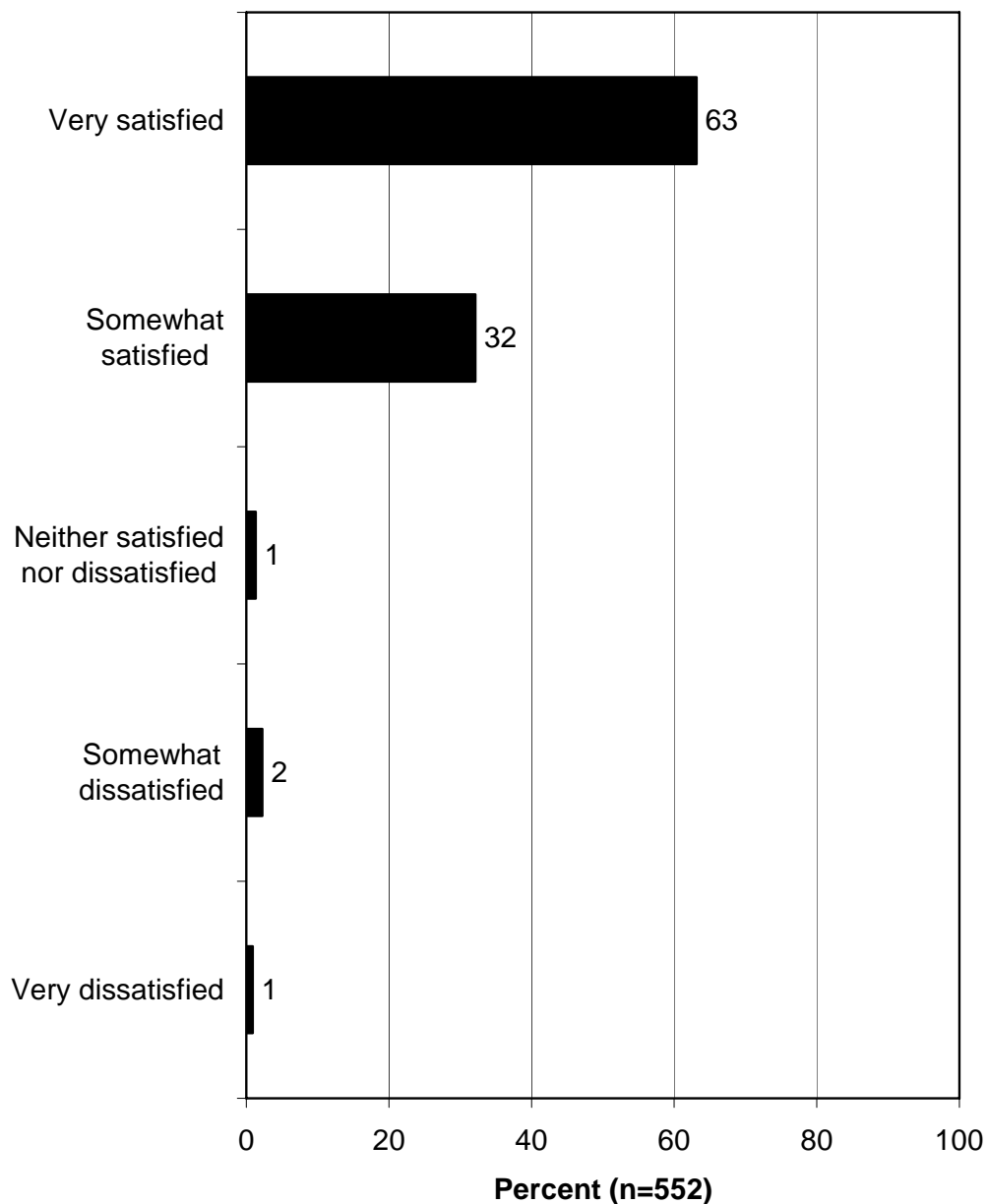
- Top issues related to *using a freshwater body* other than for canoeing, kayaking, or their primary activity are pollution/water quality, access-related issues, and speeding by boaters and jet skiers.
- The “issues” question regarding respondents’ *primary* activity can be analyzed by breaking down the results by the activities that respondents named, allowing an examination of those issues related to those activities, in addition to the five activities discussed above. Note that these issues are among those who say the activity is their *primary* outdoor recreation activity.
 - Top issues related to *fishing* include health of fish populations, litter/pollution, access-related issues, safety, and proper upkeep of areas.
 - Top *hunting* issues are access, health of wildlife populations, litter/pollution, and overuse of resources.
 - Top issues related to *camping* include health of wildlife populations (this, obviously, relating to enjoyment of camping rather than ability to camp), cost, proper upkeep of areas, and overuse of resources.
 - Top issues related to *skiing and/or snowboarding* include cost, access, overuse of resources, and proper upkeep of areas.
- The survey asked participants in outdoor recreation if they agree or disagree that there are adequate opportunities for their primary activity in New Hampshire. The overwhelming majority of them (93%) agree (mostly *strong* agreement—74%).
- The survey also asked this question for five specific activities: wildlife viewing away from home, hiking, using a Wildlife Management Area, canoeing/kayaking, and using a freshwater body (other than for canoeing, kayaking, and their primary activity).
 - The overwhelming majority of wildlife viewers (91%) agree that there are adequate opportunities for *wildlife viewing* in New Hampshire (mostly *strong* agreement—62%).
 - The overwhelming majority of hikers (98%) agree that there are adequate opportunities for *hiking* in New Hampshire (mostly *strong* agreement—83%).

- The overwhelming majority of users of *Wildlife Management Areas* (90%) agree that there are adequate opportunities for using those Areas in New Hampshire (mostly *strong* agreement—64%).
- The overwhelming majority of canoeists/kayakers (97%) agree that there are adequate opportunities for *canoeing/kayaking* in New Hampshire (mostly *strong* agreement—73%).
- The overwhelming majority (93%) of users of freshwater bodies (other than for canoeing, kayaking, and their primary activity) agree that there are adequate opportunities for *using freshwater bodies* in New Hampshire (mostly *strong* agreement—75%).
- This question regarding adequate opportunity for respondents' *primary* activity can be analyzed by breaking down the results by the activities that respondents named, allowing an examination of opportunities related to those activities, in addition to the five activities discussed above. Note that these questions are among those who say the activity is their *primary* outdoor recreation activity.
 - The overwhelming majority of anglers (97%) agree that there are adequate opportunities for *fishing* in New Hampshire (mostly *strong* agreement—77%).
 - The overwhelming majority of hunters (87%) agree that there are adequate opportunities for *hunting* in New Hampshire.
 - The overwhelming majority of campers (96%) agree that there are adequate opportunities for *camping* in New Hampshire (mostly *strong* agreement—76%).
 - Nearly all skiers/snowboarders (98%) agree that there are adequate opportunities for *skiing/snowboarding* in New Hampshire (mostly *strong* agreement—80%).

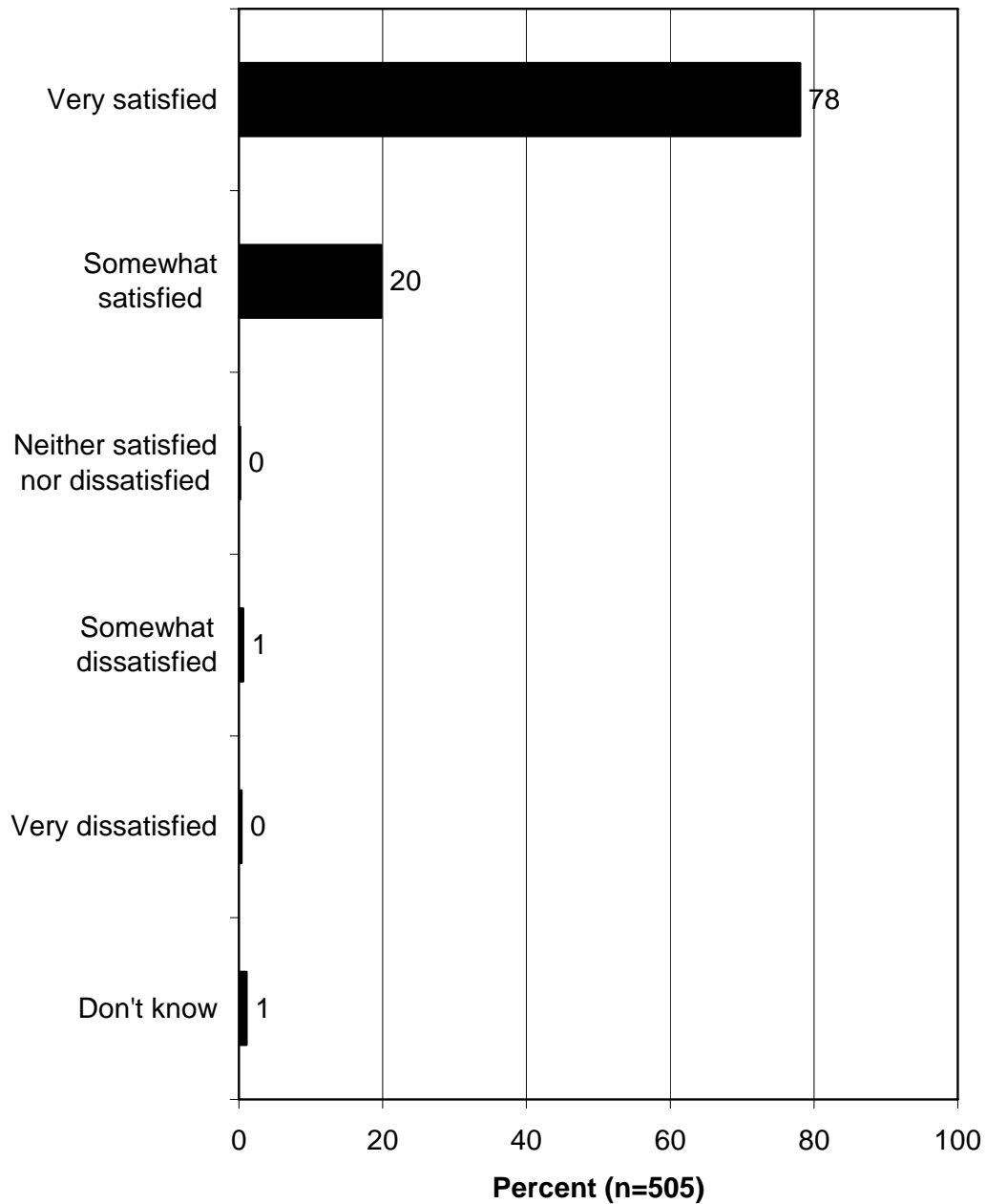
Q45. In general, are you satisfied or dissatisfied with your experiences with [primary activity] in New Hampshire in the past 12 months? (Asked of those who participated in their primary activity in New Hampshire at least once in the past 12 months.)



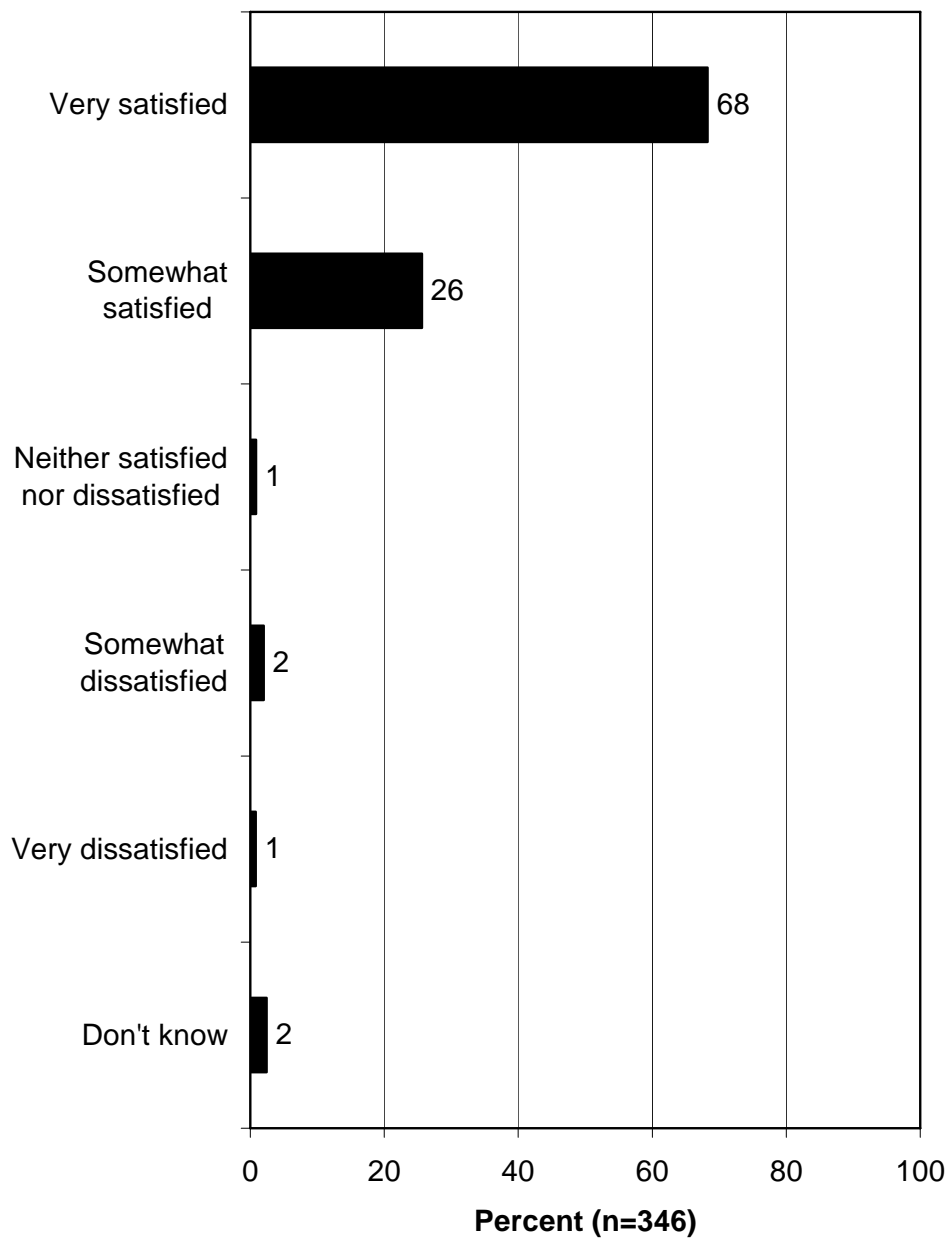
Q56. In general, are you satisfied or dissatisfied with your wildlife viewing experiences away from home in New Hampshire in the past 12 months? (Asked of those who viewed wildlife away from home in New Hampshire in the past 12 months.)



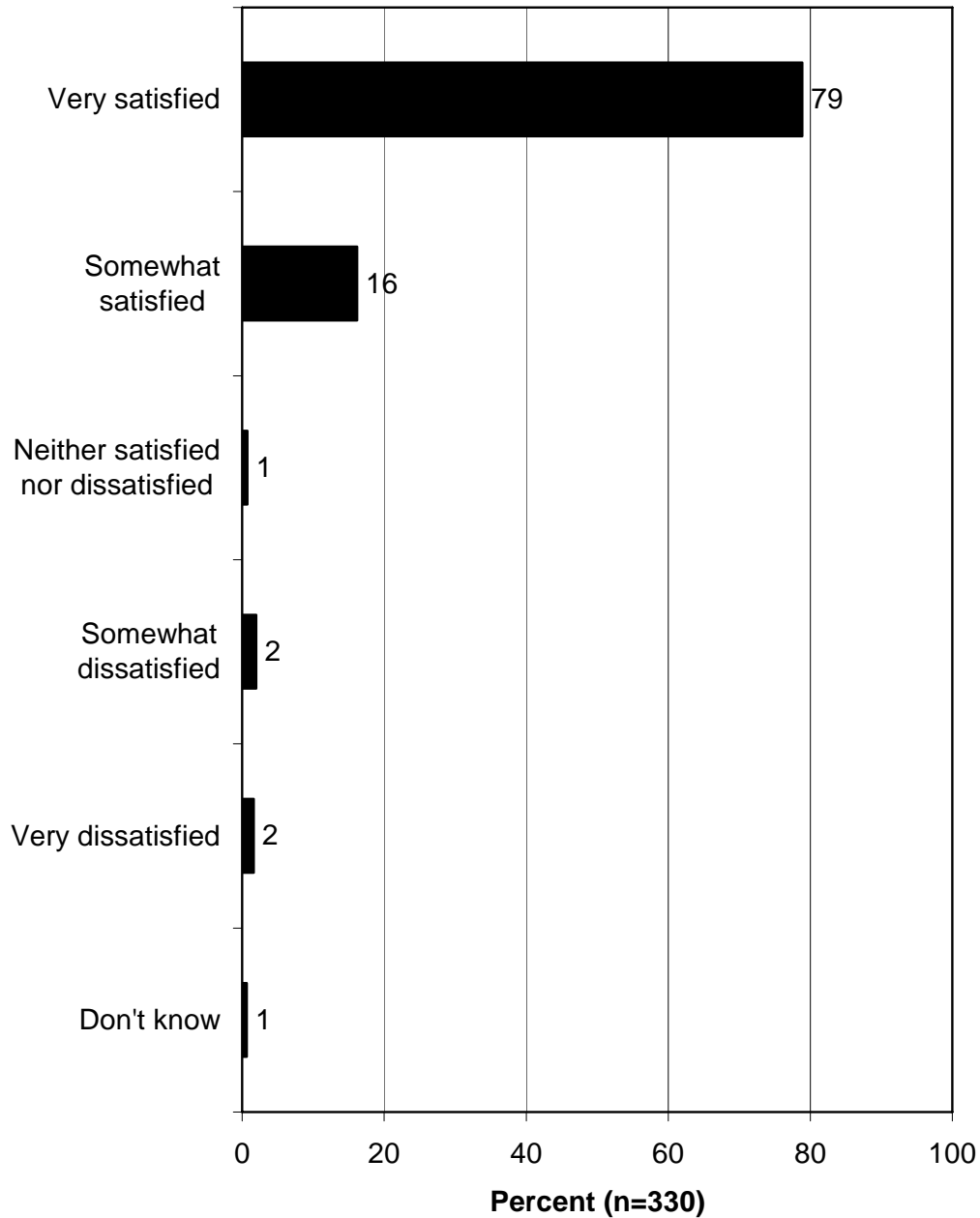
Q45/67. In general, are you satisfied or dissatisfied with your hiking experiences in New Hampshire in the past 12 months? (Asked of those who hiked in New Hampshire in the past 2 years.)



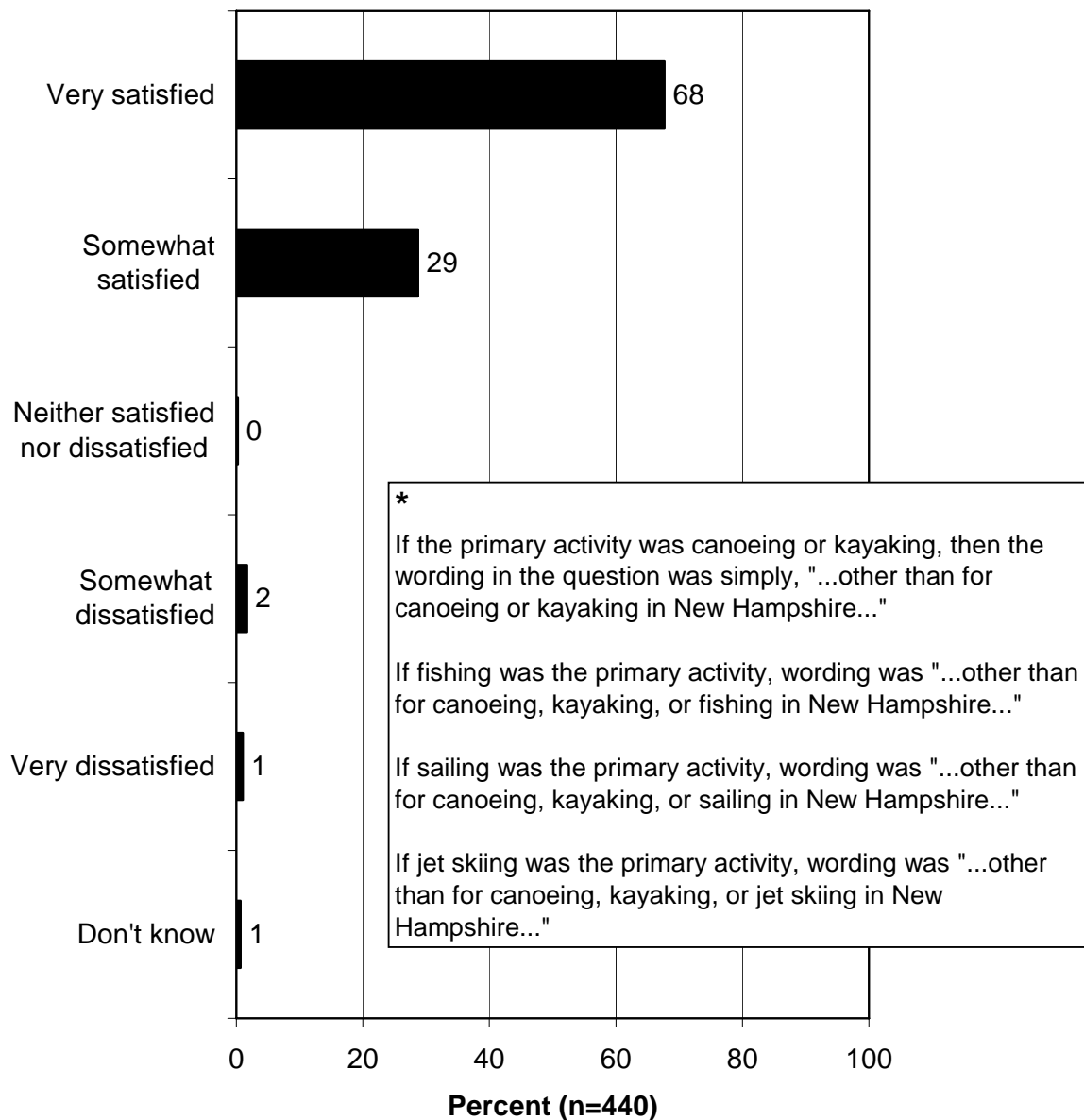
Q77. In general, are you satisfied or dissatisfied with your use of Wildlife Management Areas in New Hampshire in the past 12 months? (Asked of those who used a Wildlife Management Area in New Hampshire in the past 12 months.)



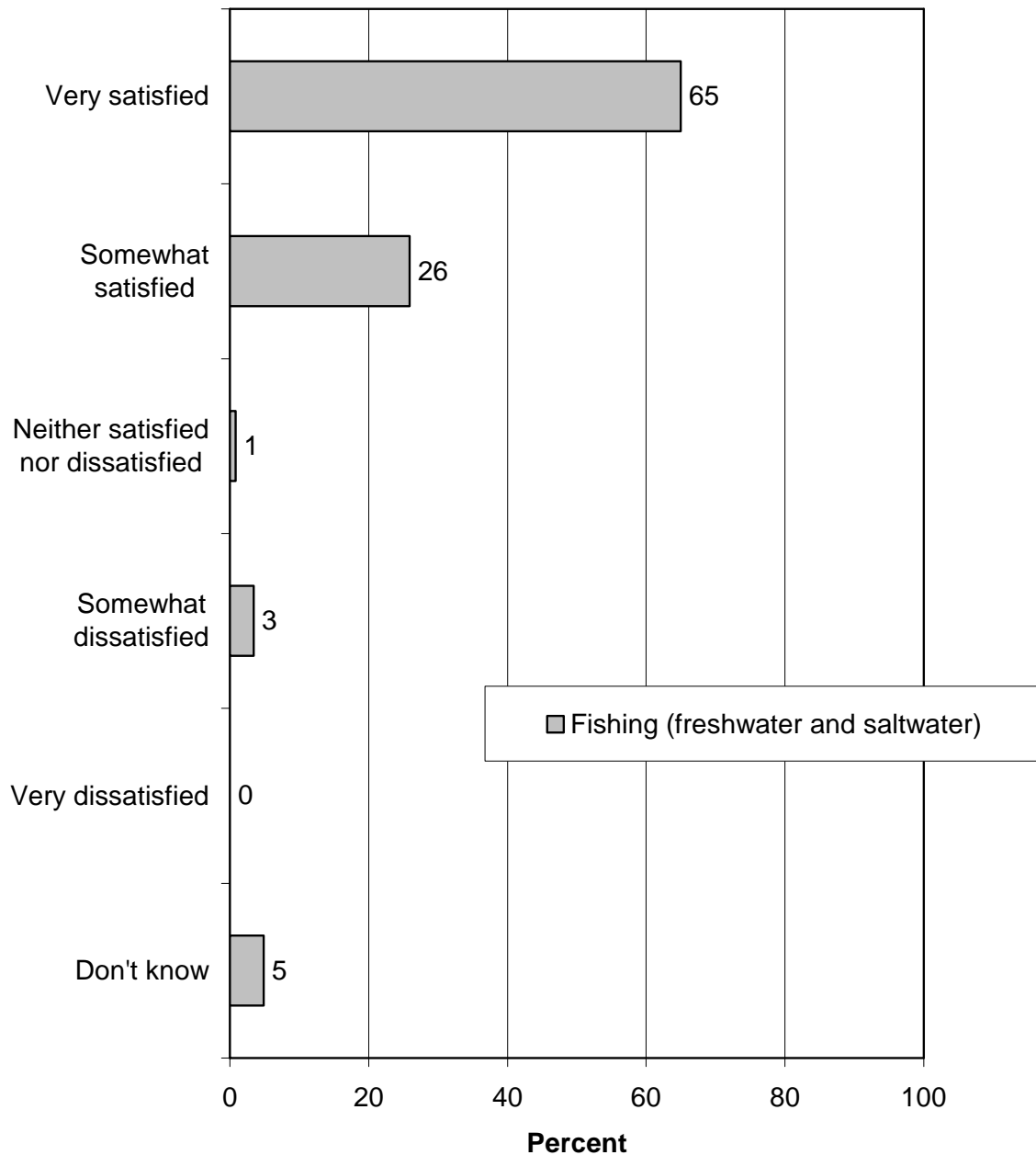
Q45/88. In general, are you satisfied or dissatisfied with your canoeing and kayaking experiences in New Hampshire in the past 12 months? (Asked of those who canoed and kayaked in New Hampshire in the past 2 years.)



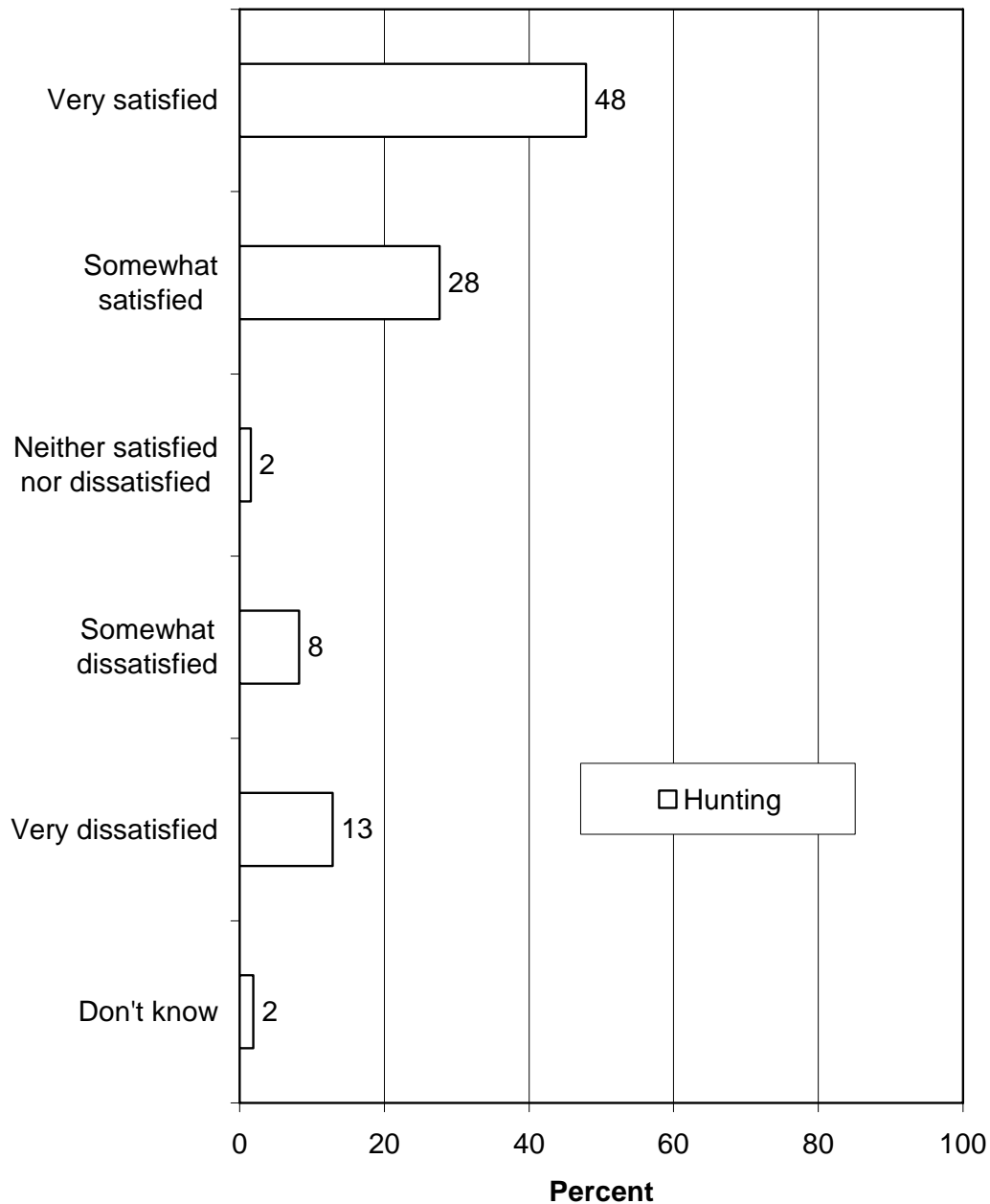
Q99. In general, are you satisfied or dissatisfied with your participation in outdoor recreation on a lake, pond, or river other than for canoeing, kayaking, or [primary activity*] in New Hampshire in the past 12 months? (Asked of those who participated in outdoor recreation activities on a lake, pond, or river in New Hampshire in the past 2 years.)



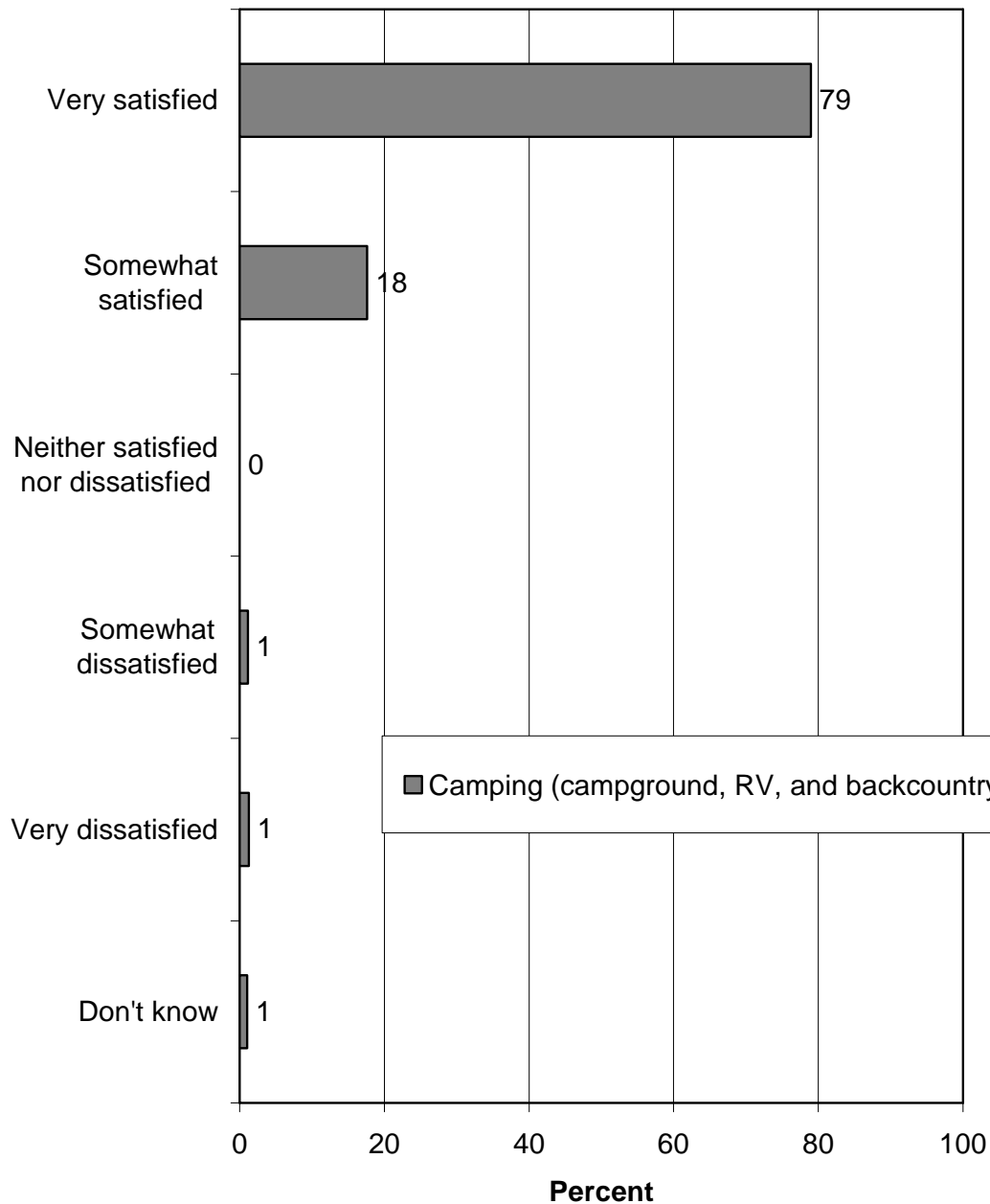
Q45. In general, are you satisfied or dissatisfied with your experiences with [primary activity] in New Hampshire in the past 12 months? (Among those whose primary activity was fishing.)



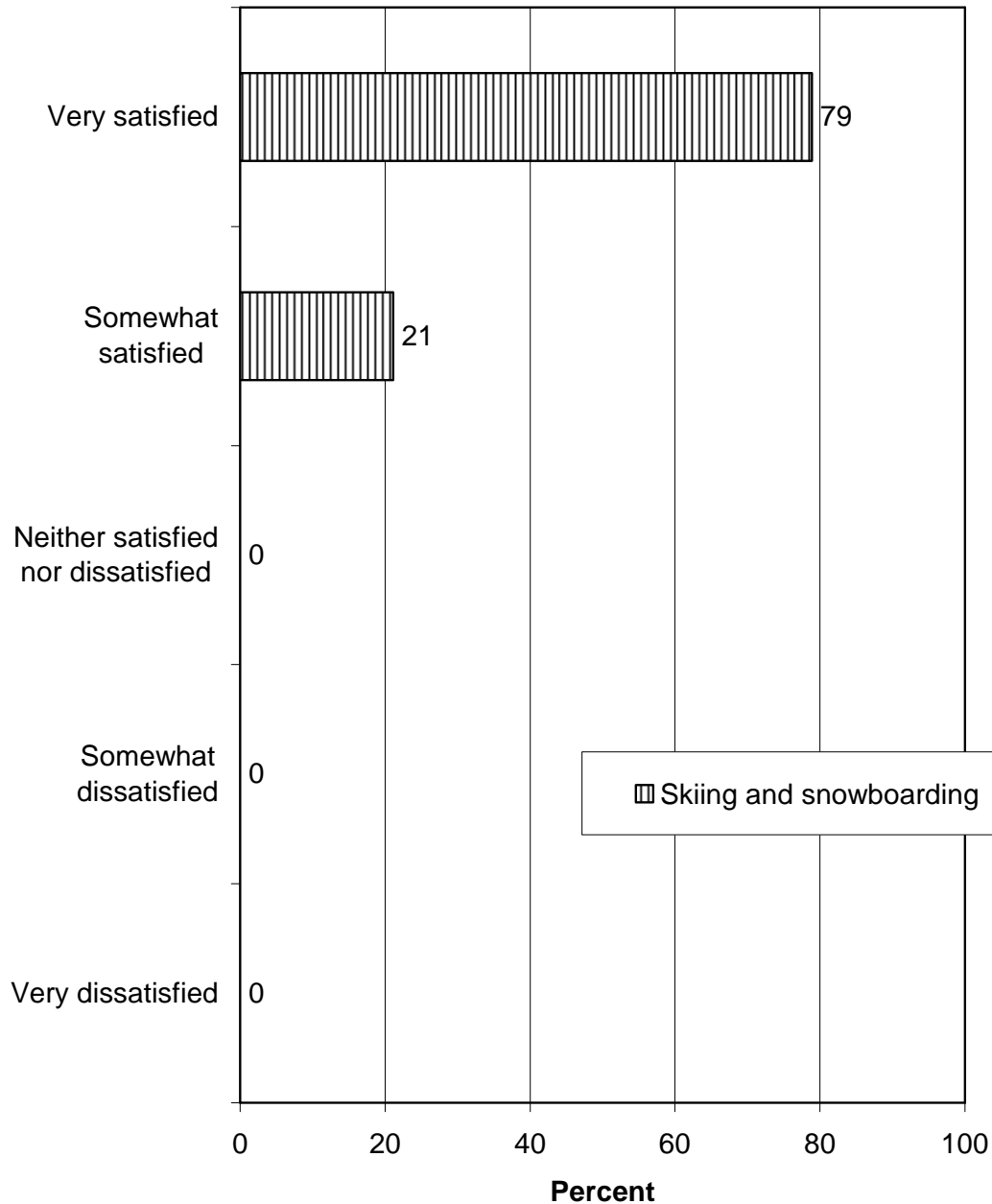
Q45. In general, are you satisfied or dissatisfied with your experiences with [primary activity] in New Hampshire in the past 12 months? (Among those whose primary activity was hunting.)



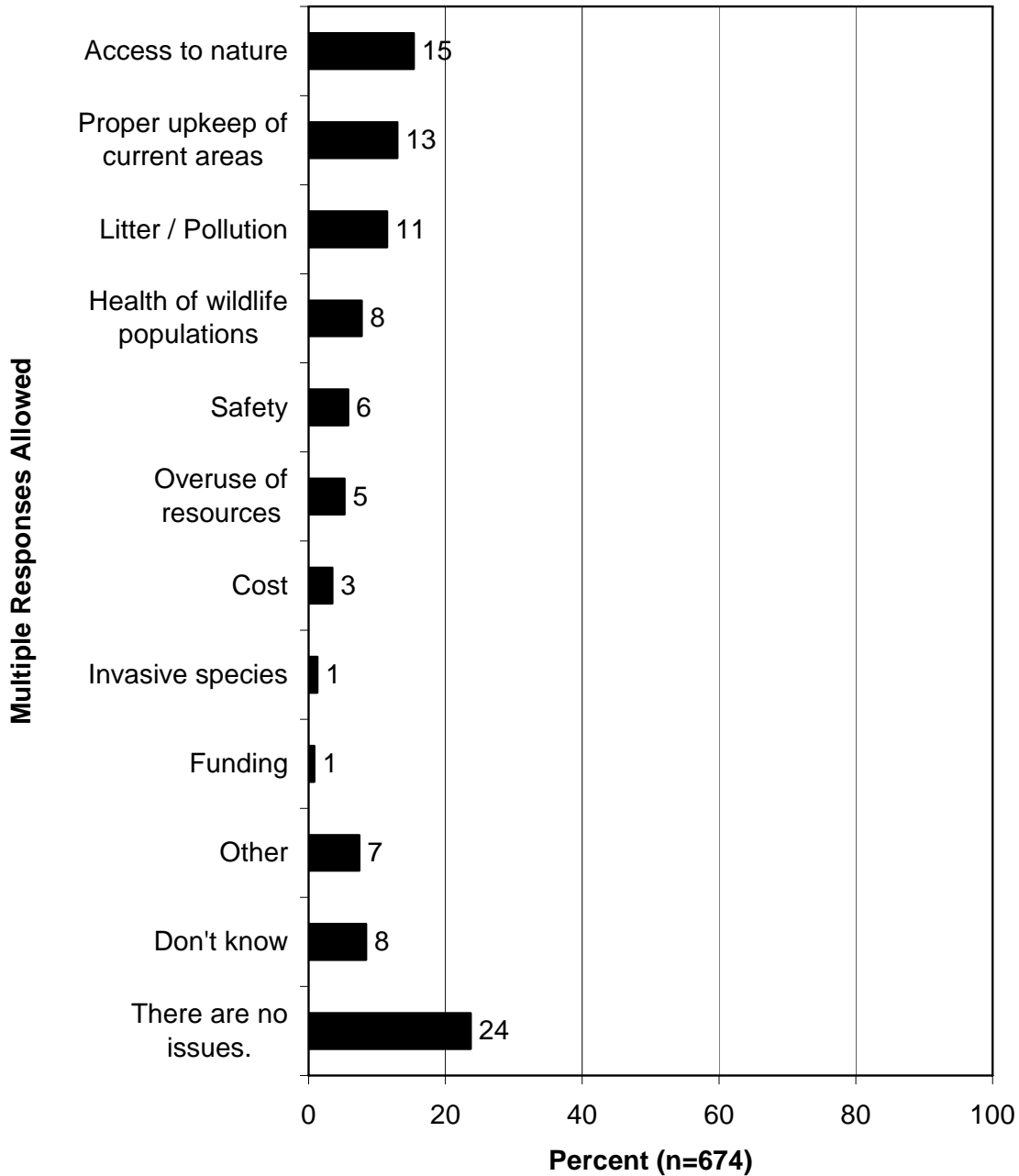
Q45. In general, are you satisfied or dissatisfied with your experiences with [primary activity] in New Hampshire in the past 12 months? (Among those whose primary activity was camping.)



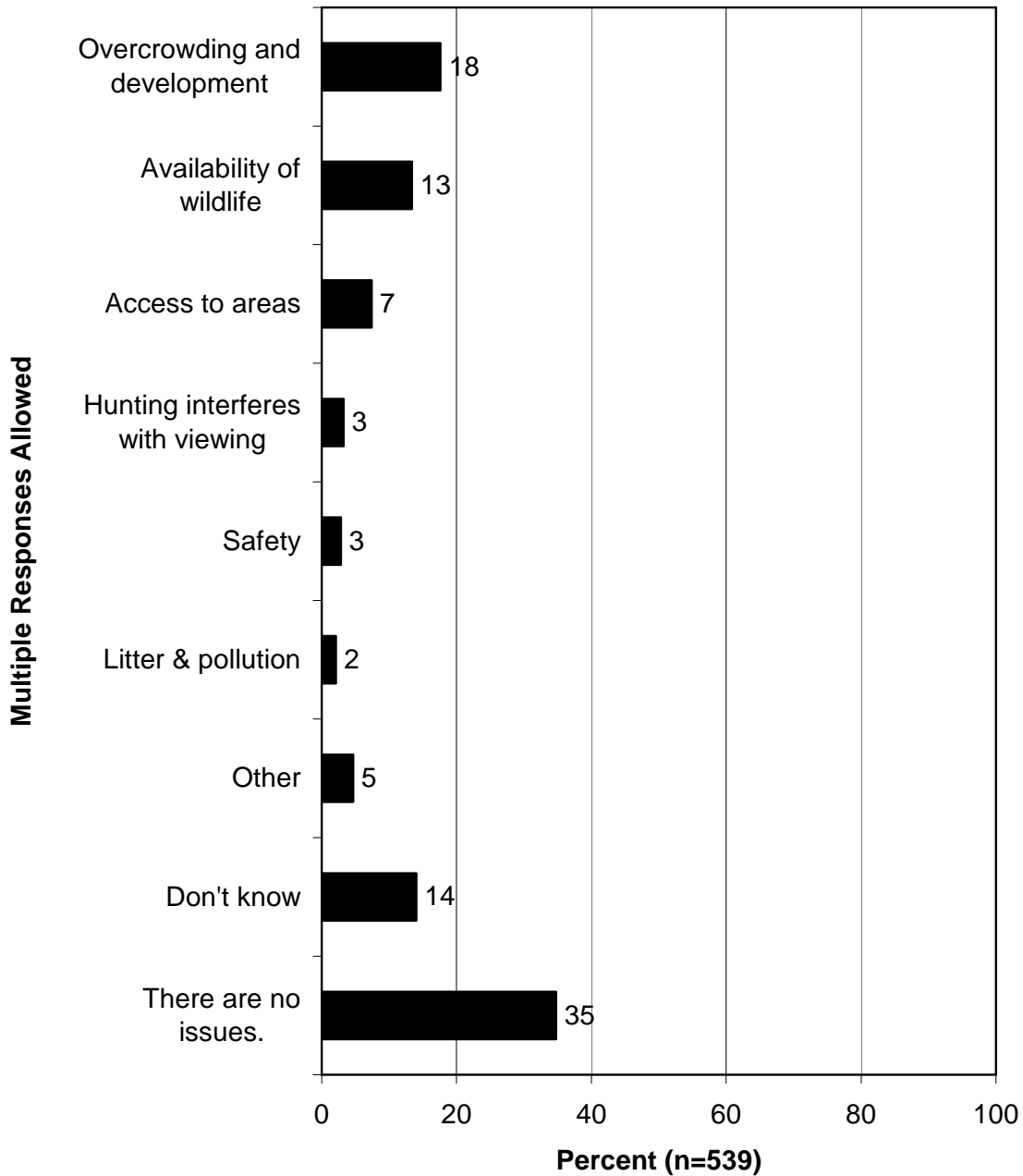
Q45. In general, are you satisfied or dissatisfied with your experiences with [primary activity] in New Hampshire in the past 12 months? (Among those whose primary activity was skiing or snowboarding.)



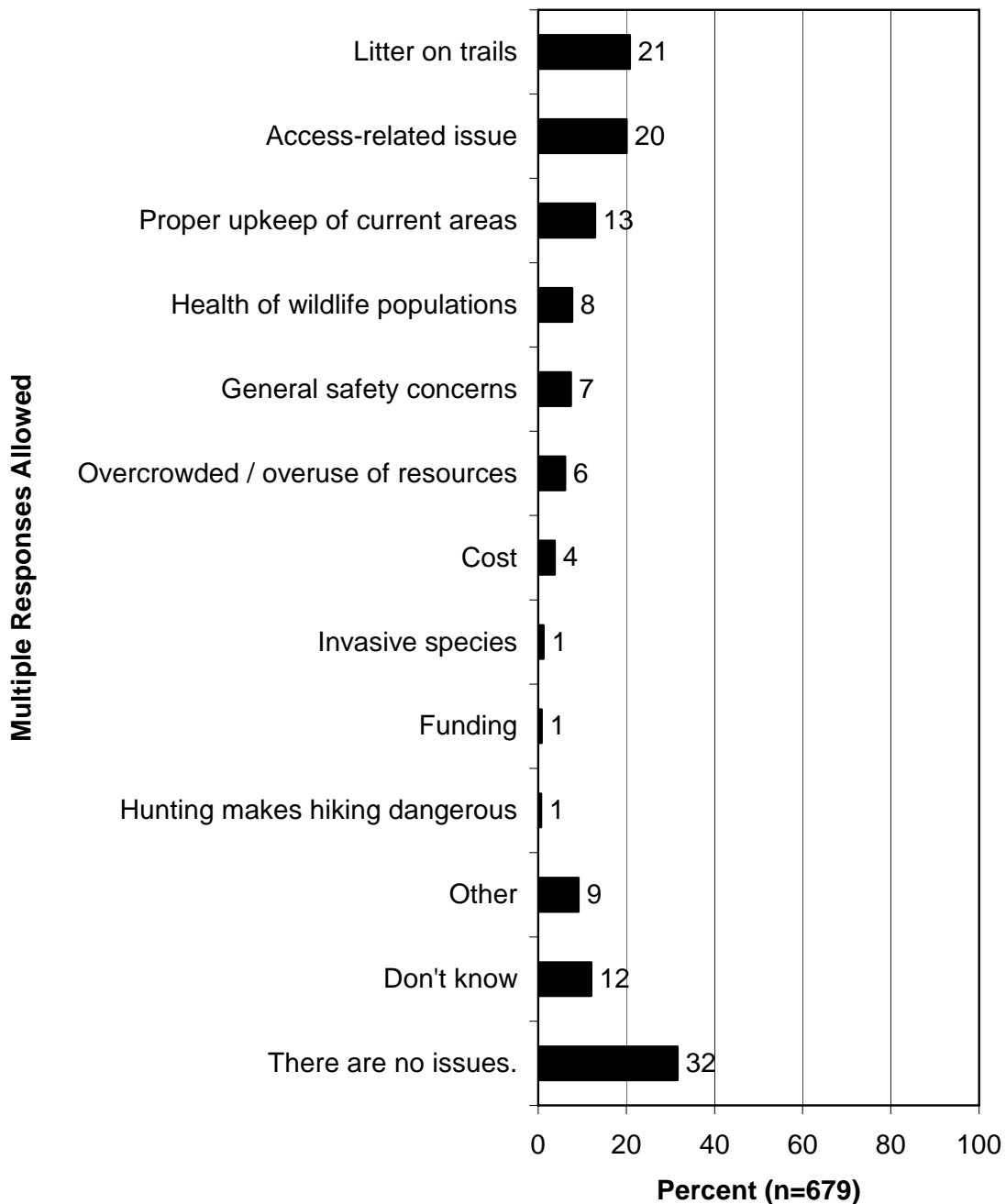
Q46. What specific issue related to [primary activity] is the most important issue facing New Hampshire today?



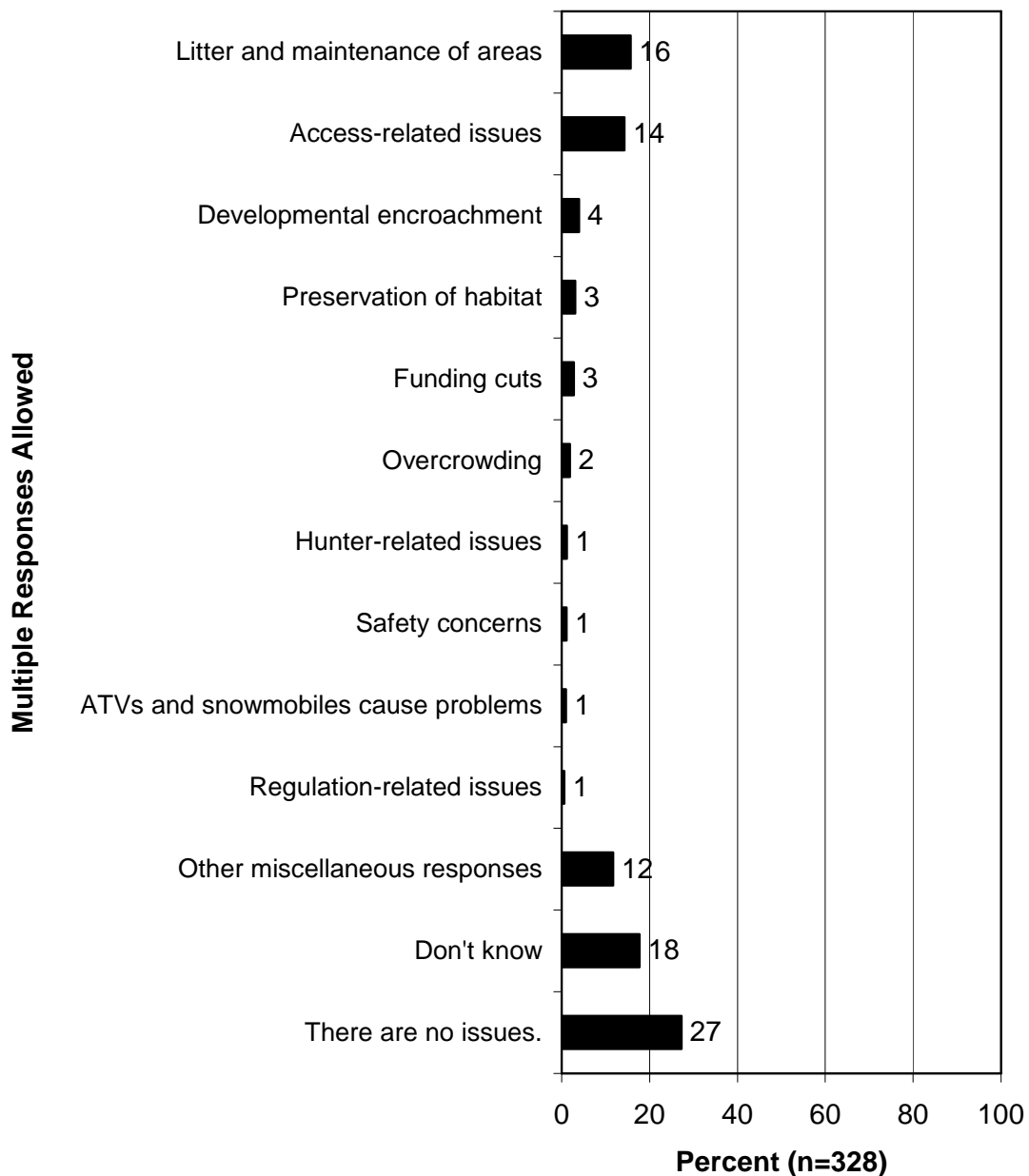
Q57. What specific issue related to wildlife viewing away from home is the most important issue facing New Hampshire today?



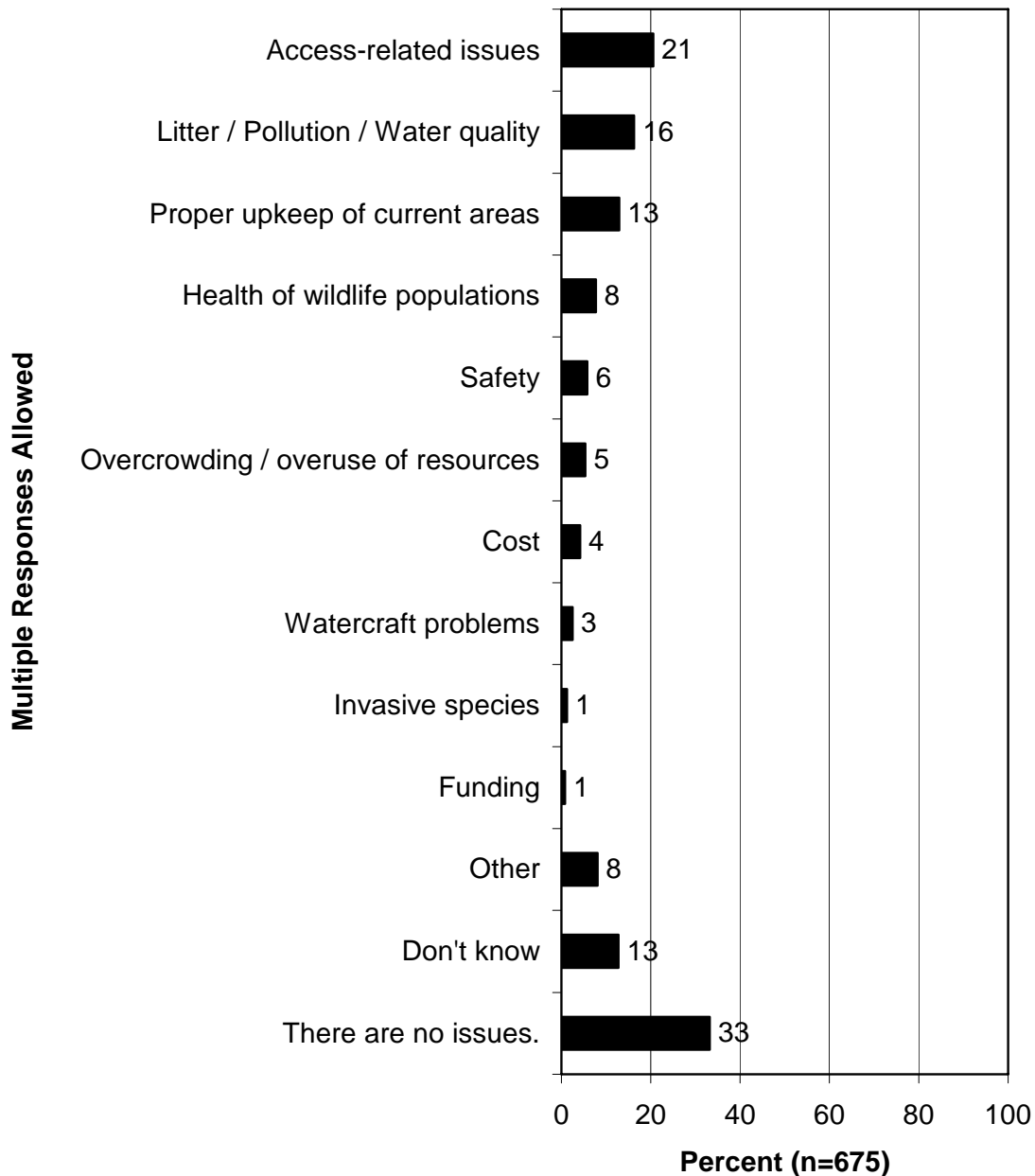
Q46/68. What specific issue related to hiking is the most important issue facing New Hampshire today? (Asked of those who participated in hiking in New Hampshire in the past 2 years.)



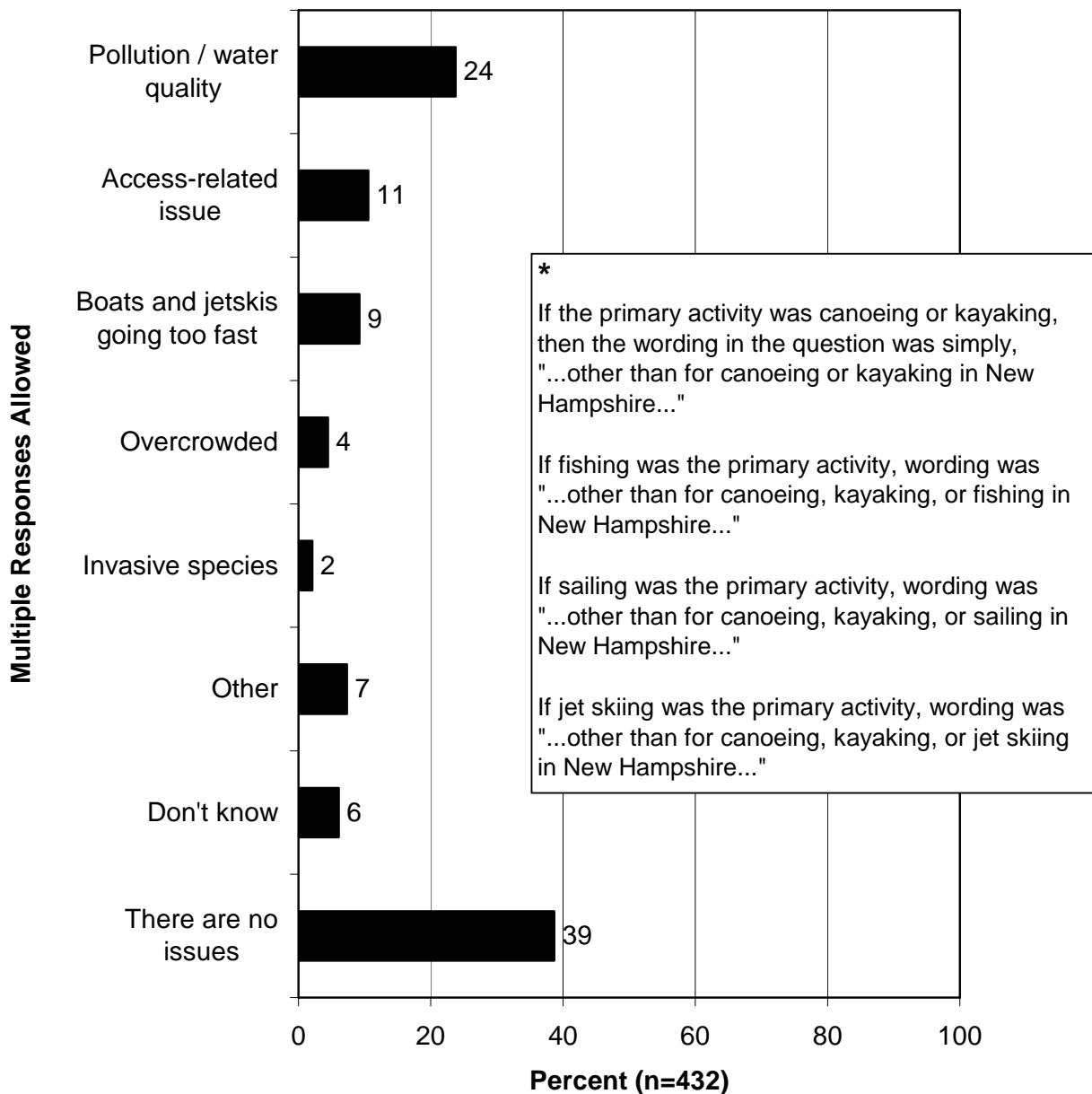
Q78. What specific issue related to using Wildlife Management Areas is the most important issue facing New Hampshire today? (Asked of those who used a Wildlife Management Area in New Hampshire.)



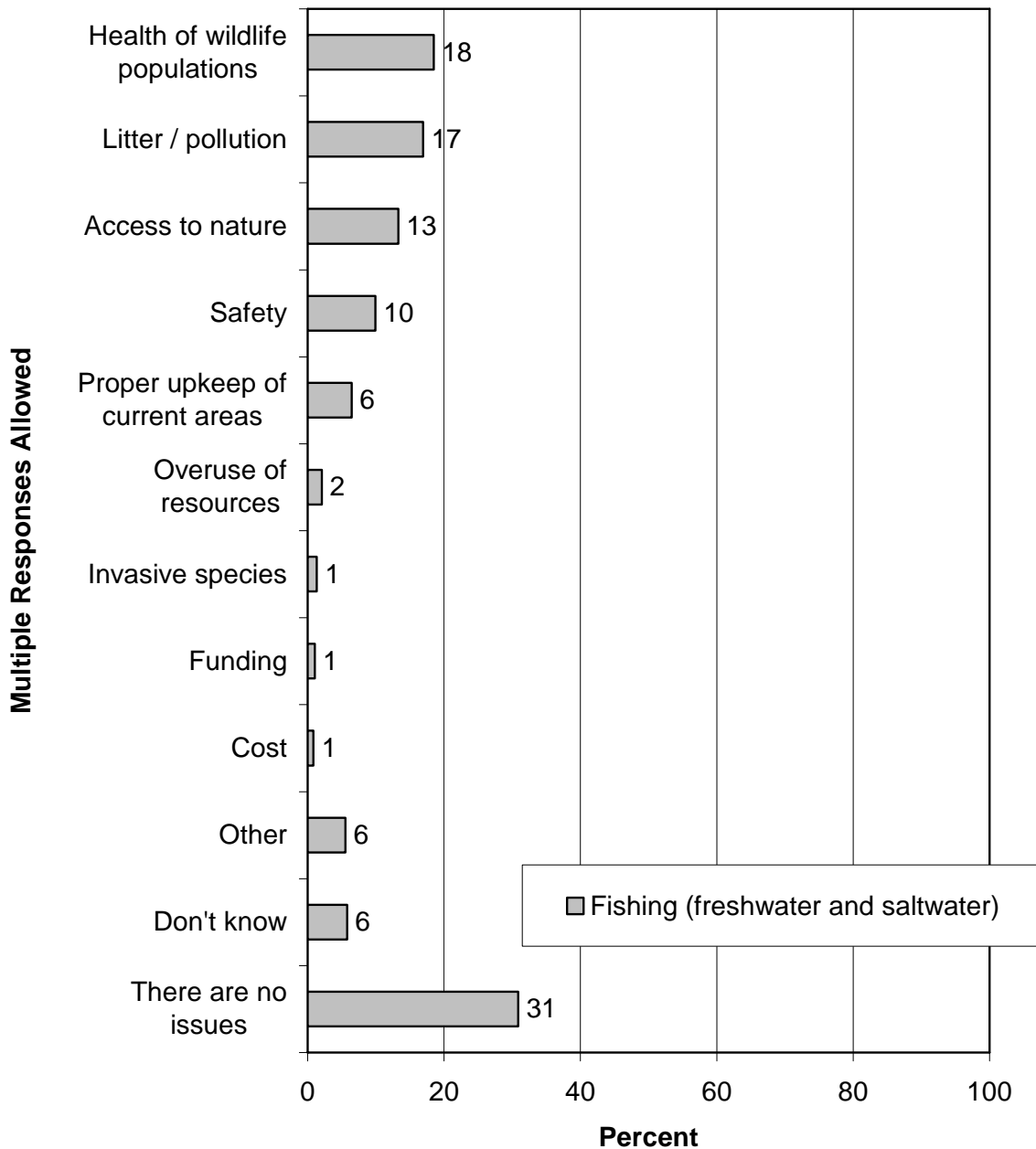
Q46/89. What specific issue related to canoeing or kayaking is the most important issue facing New Hampshire today? (Asked of those who participated in canoeing or kayaking in New Hampshire in the past 2 years.)



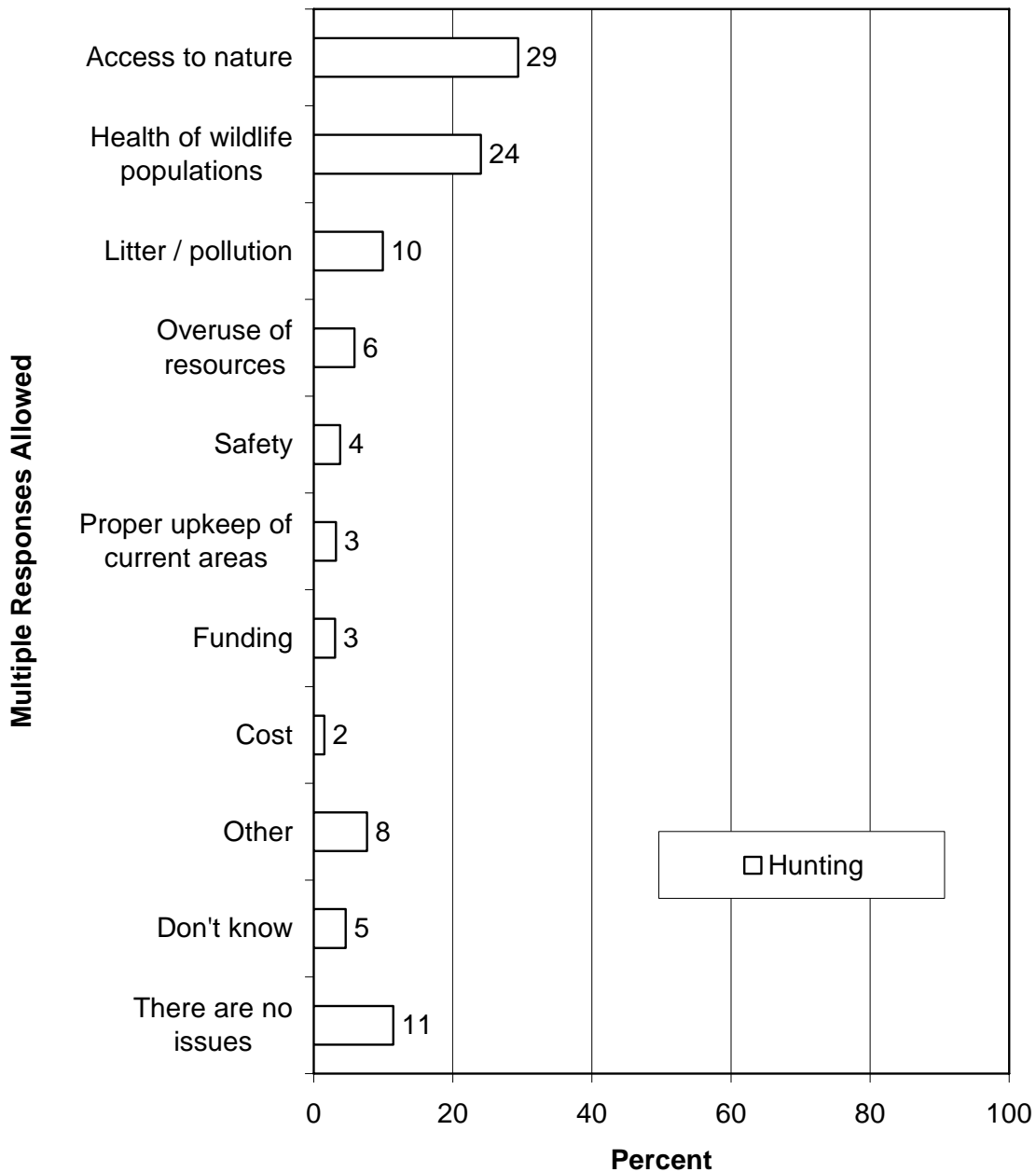
Q100. What specific issue related to participating in outdoor recreation on a lake, pond, or river other than for canoeing, kayaking, or [primary activity*] in New Hampshire is the most important issue facing New Hampshire today? (Asked of those who participated in outdoor recreation activities on a lake, pond, or river in New Hampshire in the past 2 years.)



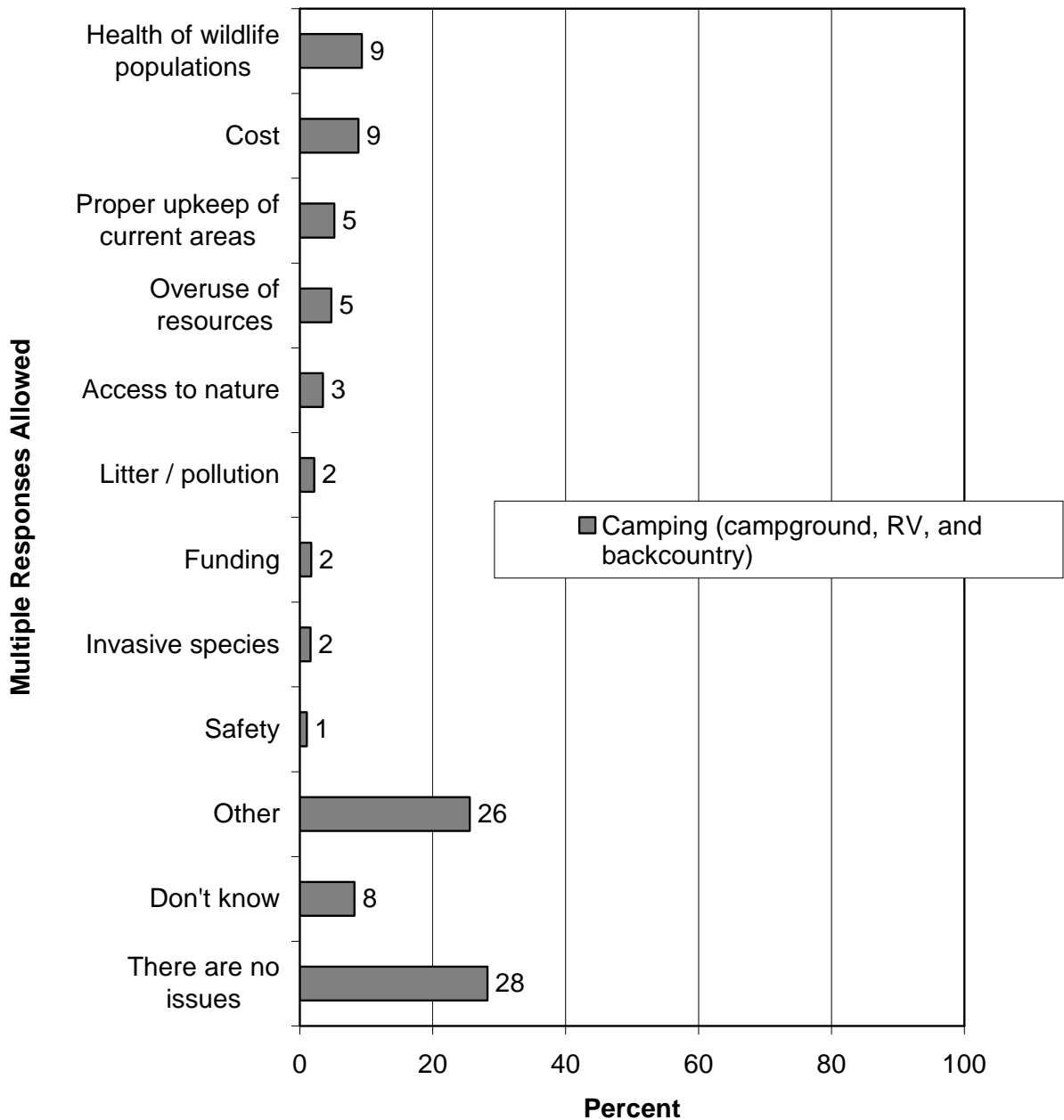
Q46. What specific issue related to [primary activity] is the most important issue facing New Hampshire today? (Among those whose primary activity was fishing.)



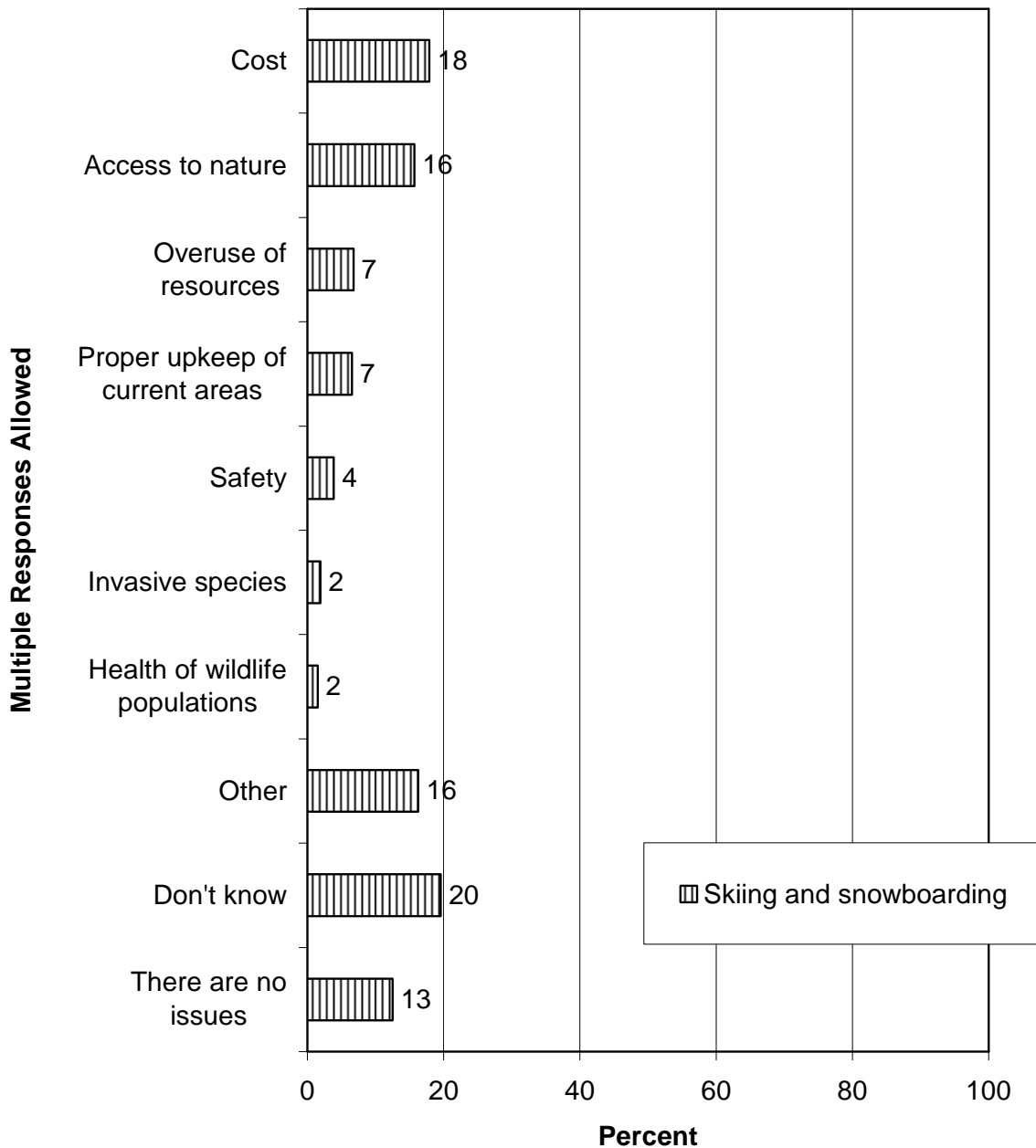
Q46. What specific issue related to [primary activity] is the most important issue facing New Hampshire today? (Among those whose primary activity was hunting.)



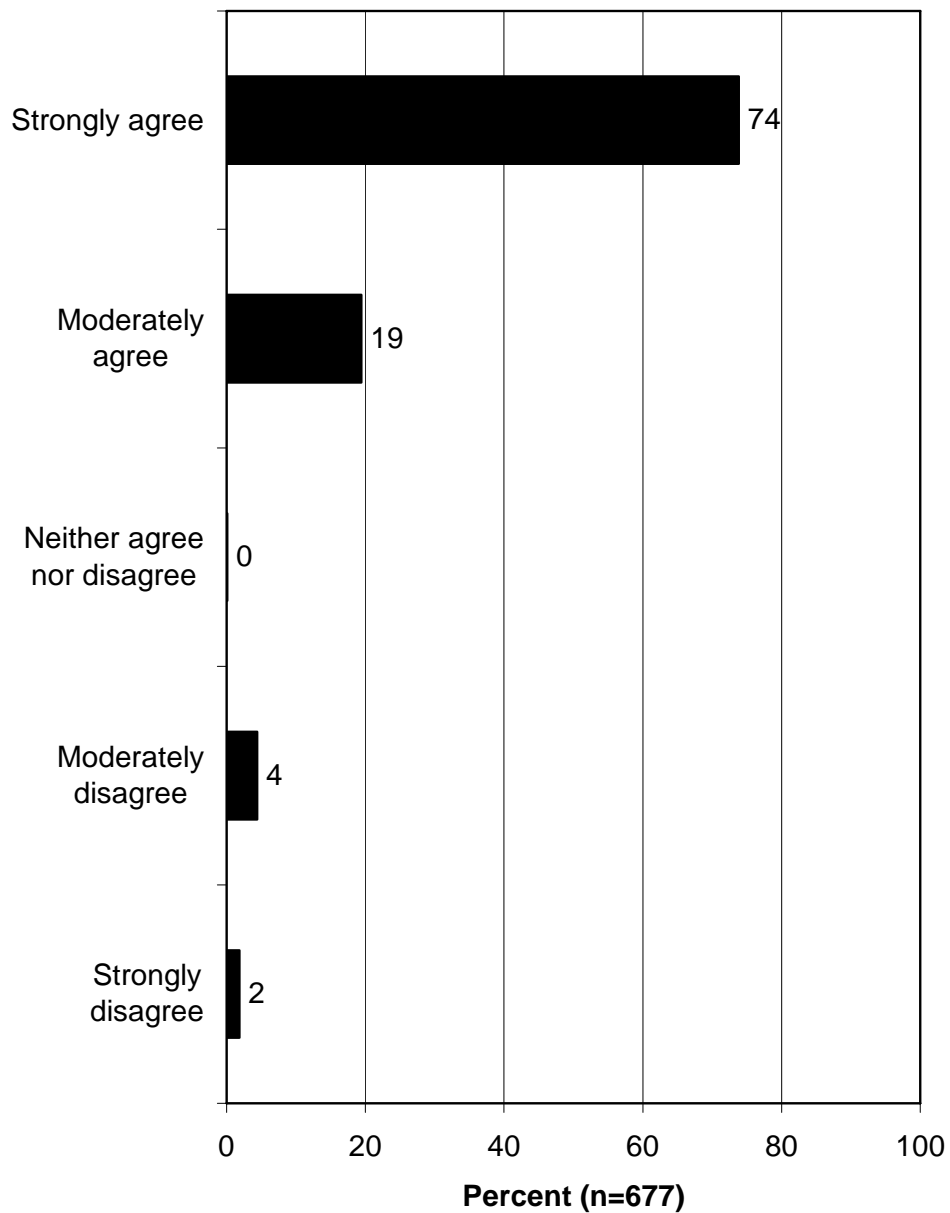
Q46. What specific issue related to [primary activity] is the most important issue facing New Hampshire today? (Among those whose primary activity was camping.)



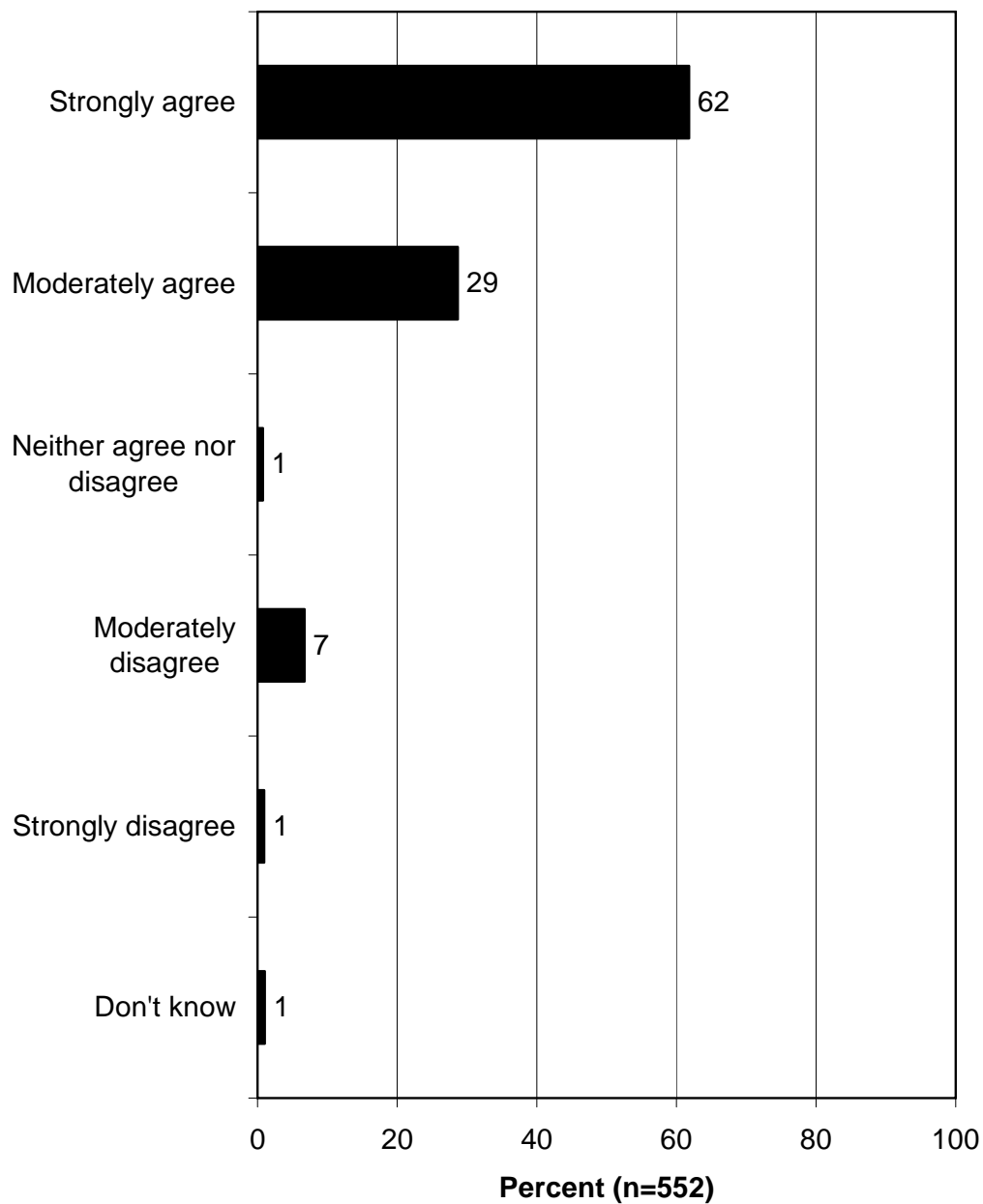
Q46. What specific issue related to [primary activity] is the most important issue facing New Hampshire today? (Among those whose primary activity was skiing or snowboarding.)



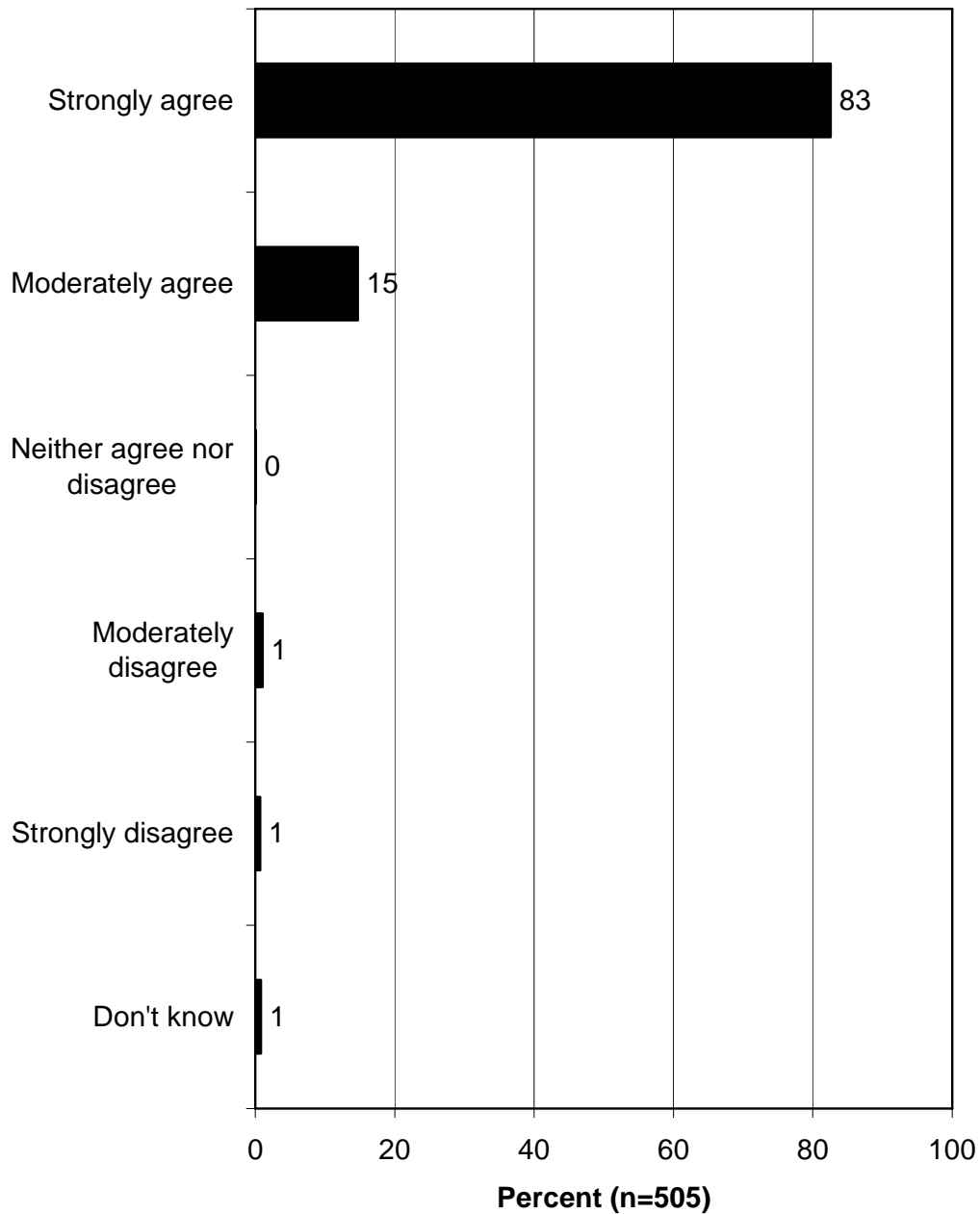
Q47. Do you agree or disagree that there are adequate opportunities for [primary activity] in New Hampshire? (Asked of those who participated in their primary activity in New Hampshire at least once in the past 12 months.)



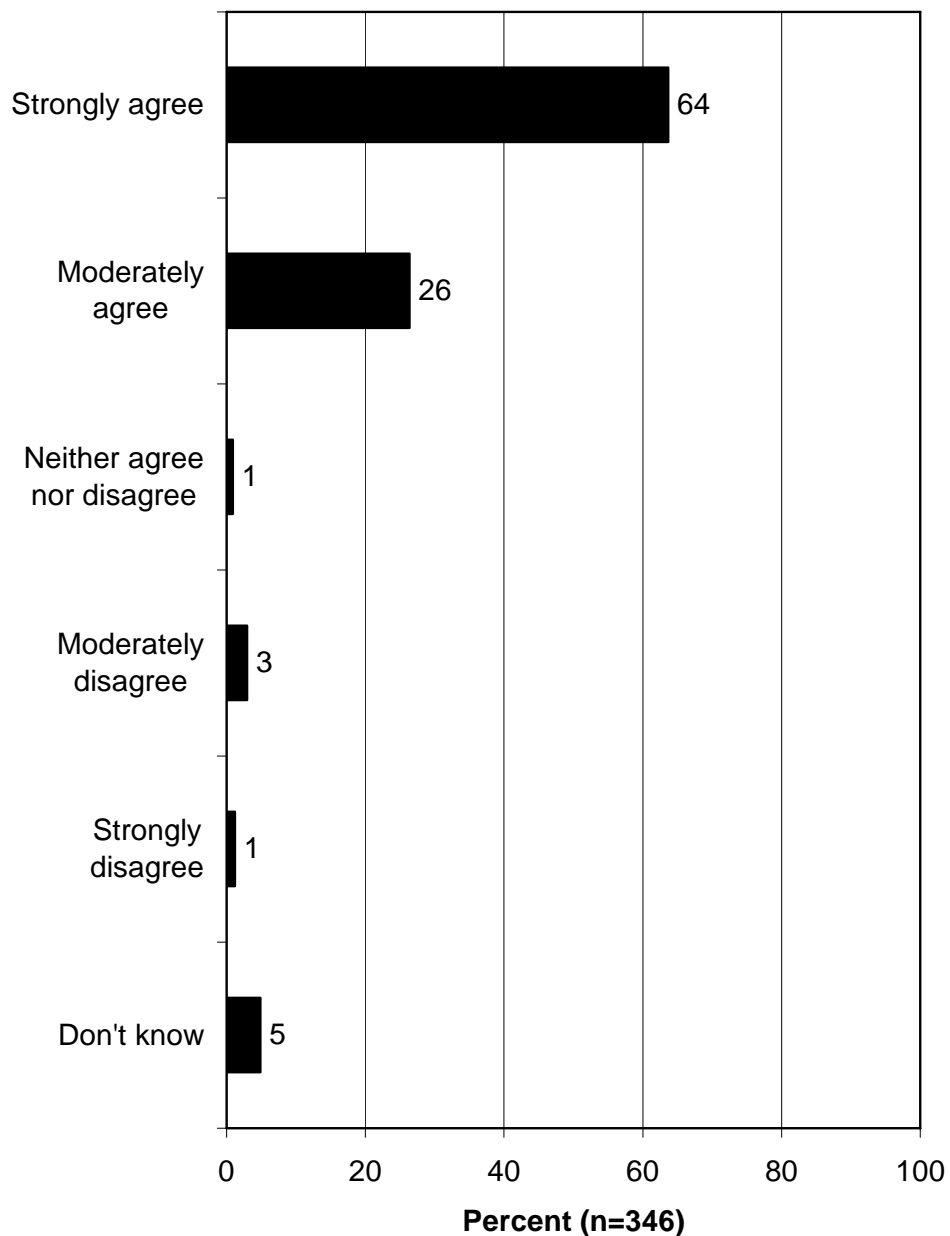
Q58. Do you agree or disagree that there are adequate opportunities for viewing wildlife in New Hampshire? (Asked of those who viewed wildlife away from home in New Hampshire in the past 12 months.)



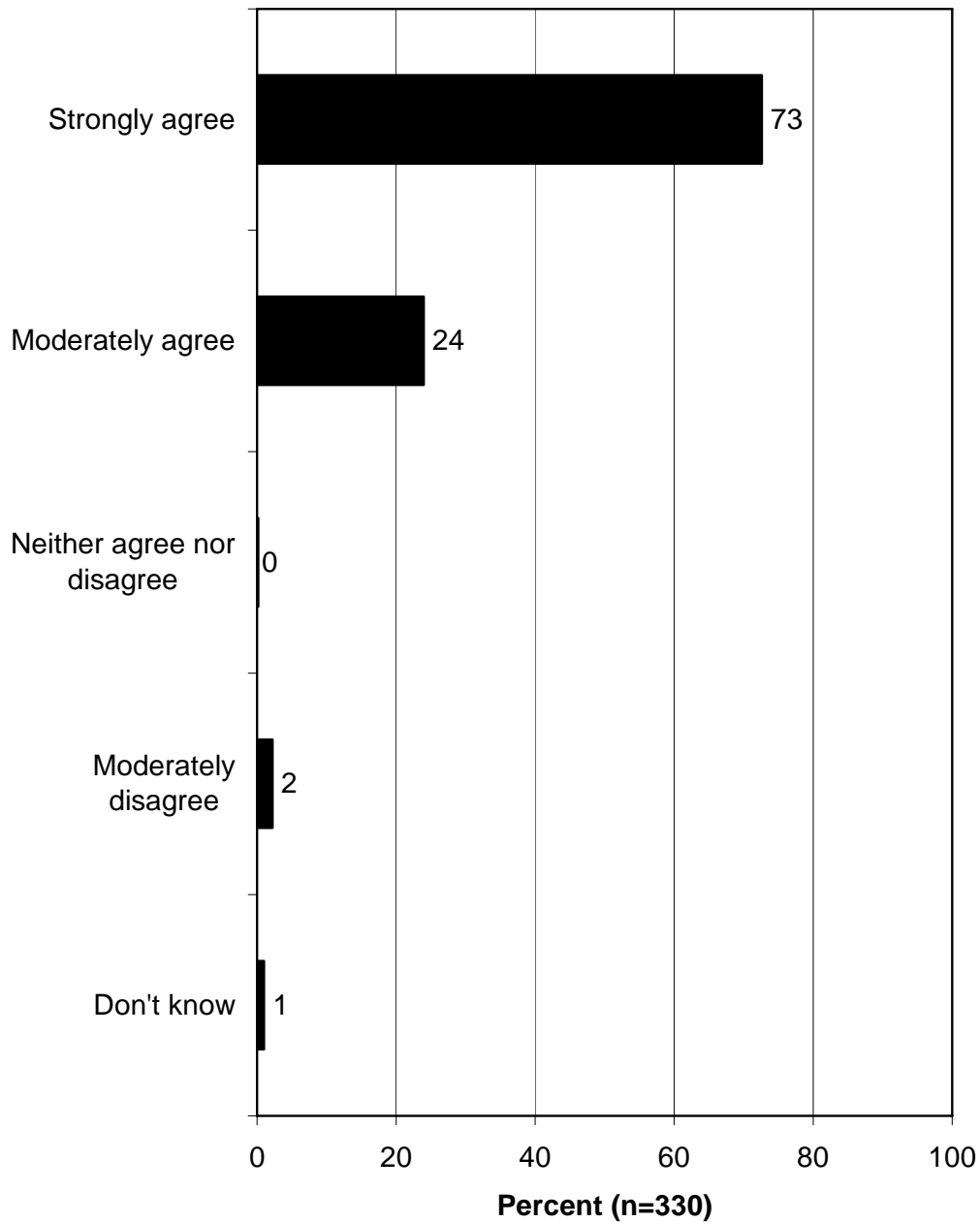
Q47/69. Do you agree or disagree that there are adequate opportunities for hiking in New Hampshire? (Asked of those who hiked in New Hampshire in the past 2 years.)



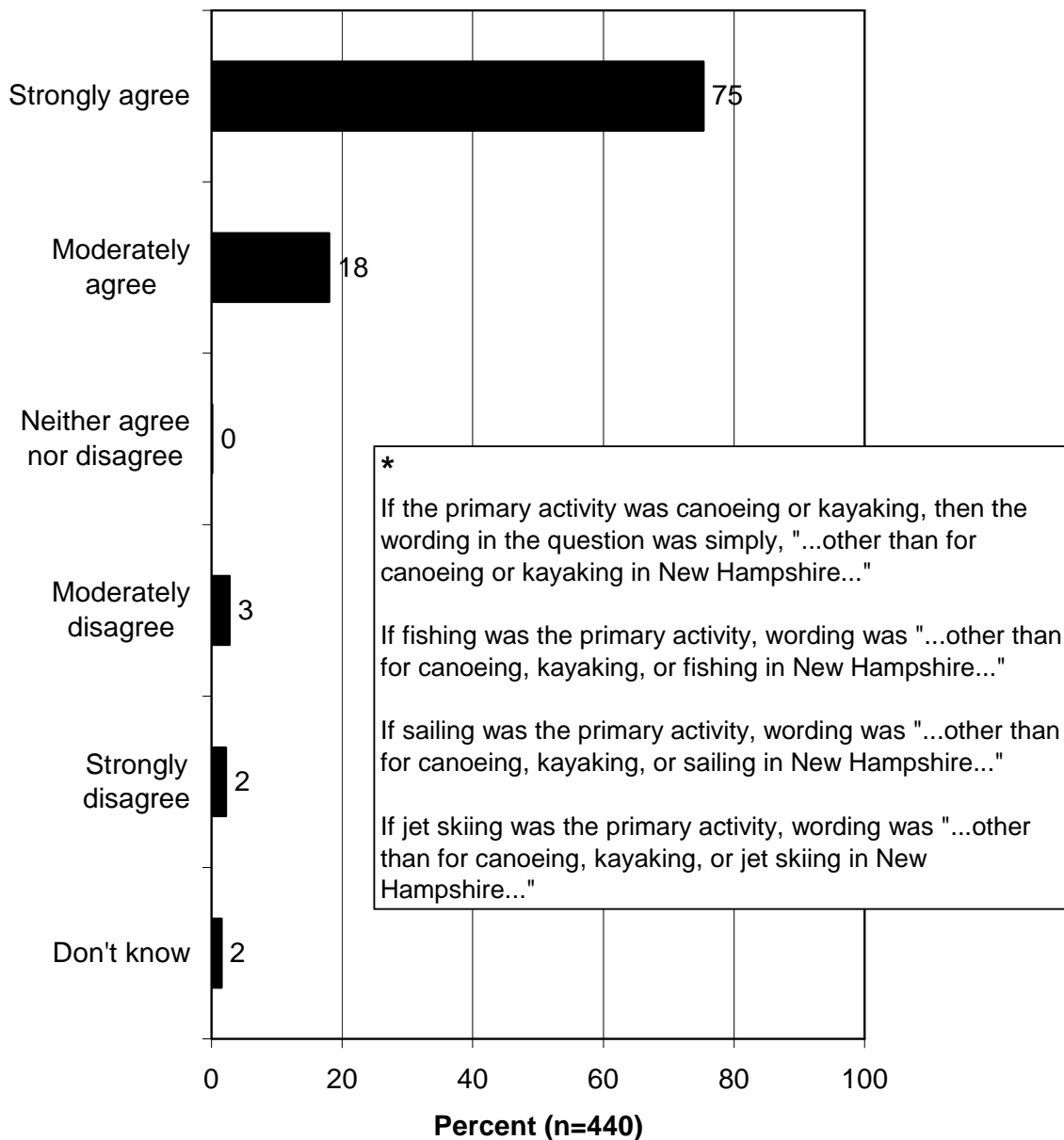
Q79. Do you agree or disagree that there are adequate opportunities to use Wildlife Management Areas in New Hampshire? (Asked of those who used a Wildlife Management Area in New Hampshire in the past 12 months.)



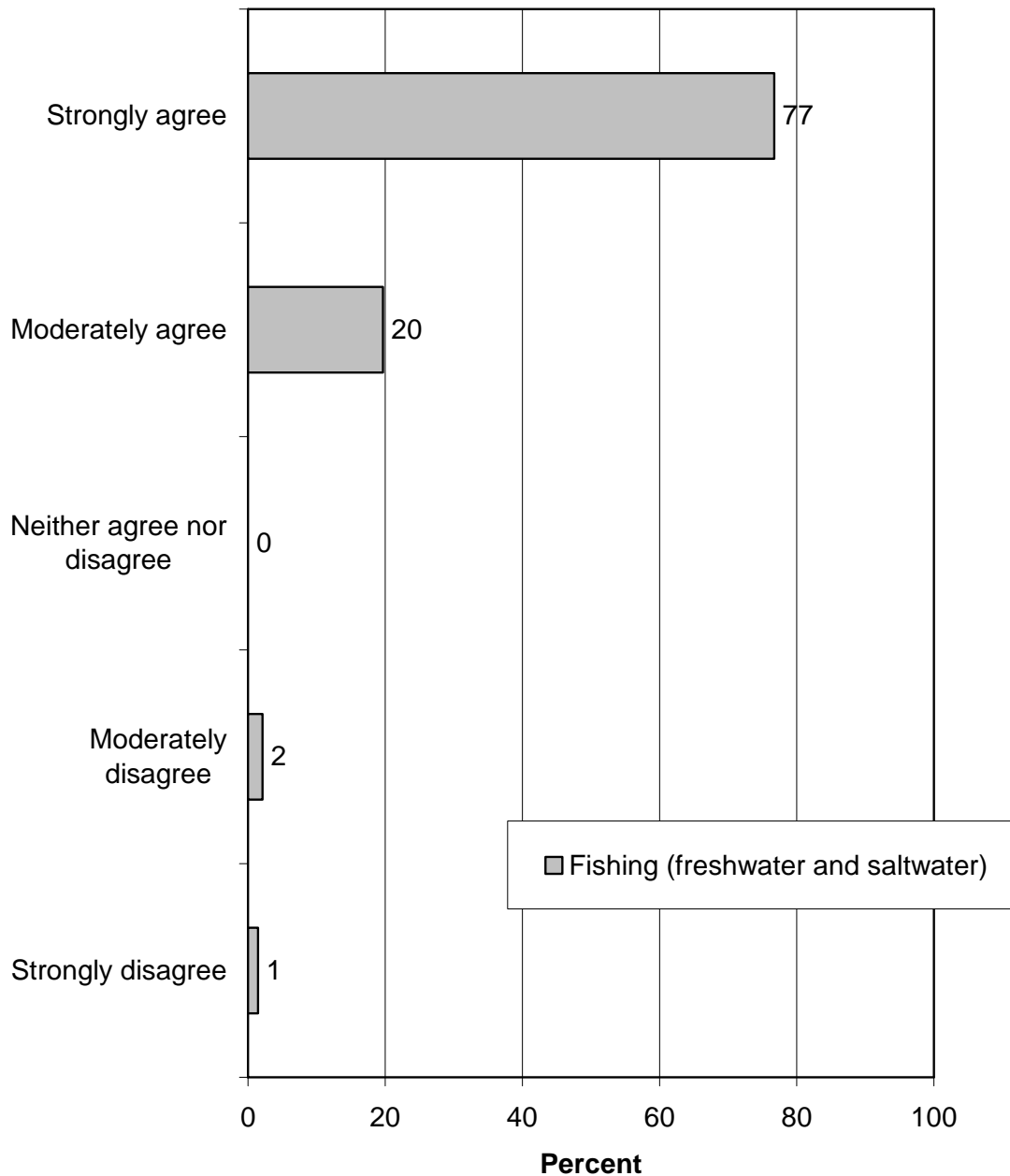
Q47/90. Do you agree or disagree that there are adequate opportunities for canoeing and kayaking in New Hampshire? (Asked of those who canoed and kayaked in New Hampshire in the past 2 years.)



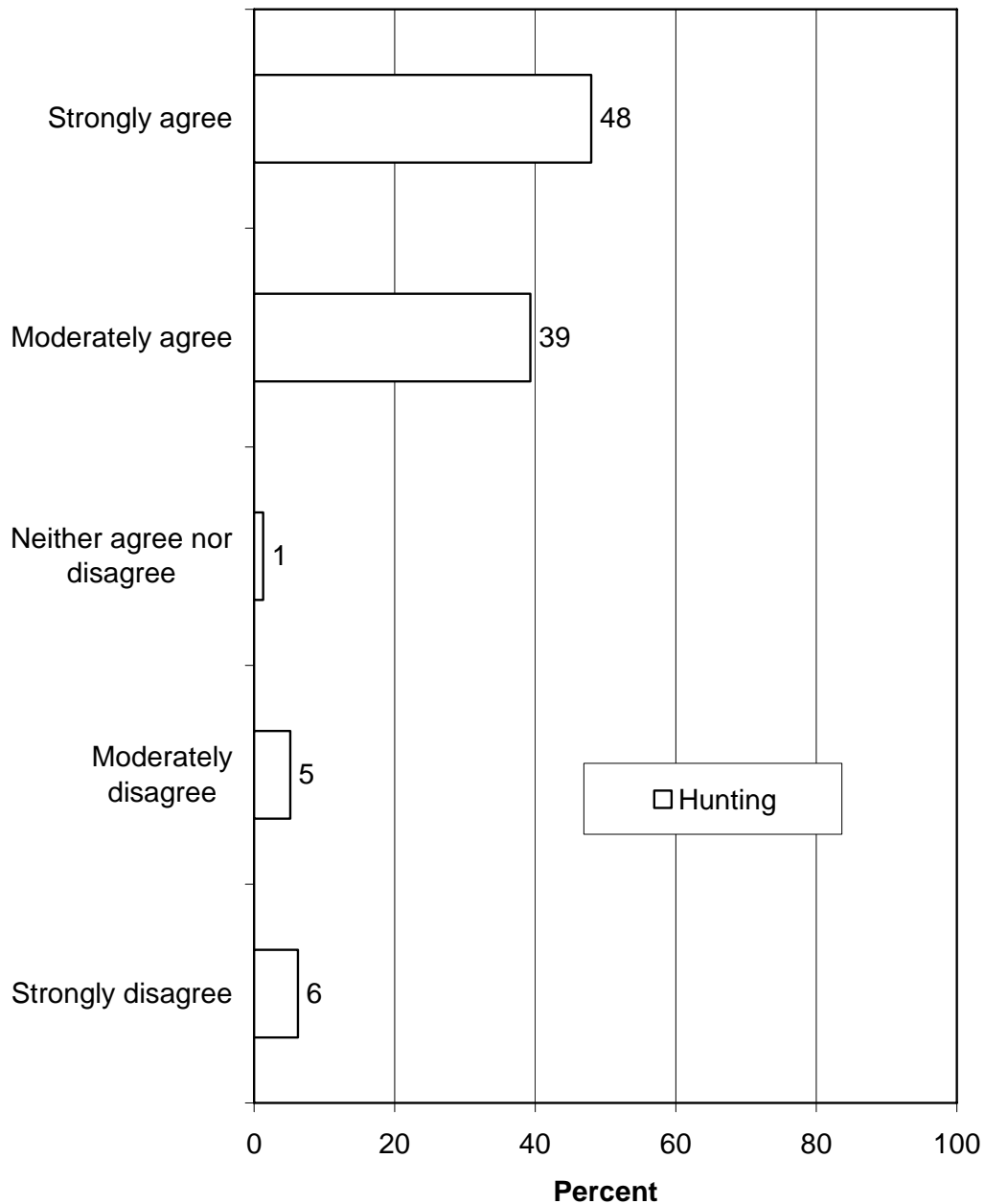
Q101. Do you agree or disagree that there are adequate opportunities for participating in outdoor recreation on a lake, pond, or river other than for canoeing, kayaking, or [primary activity*] in New Hampshire? (Asked of those who participated in outdoor recreation activities on a lake, pond, or river in New Hampshire in the past 2 years.)



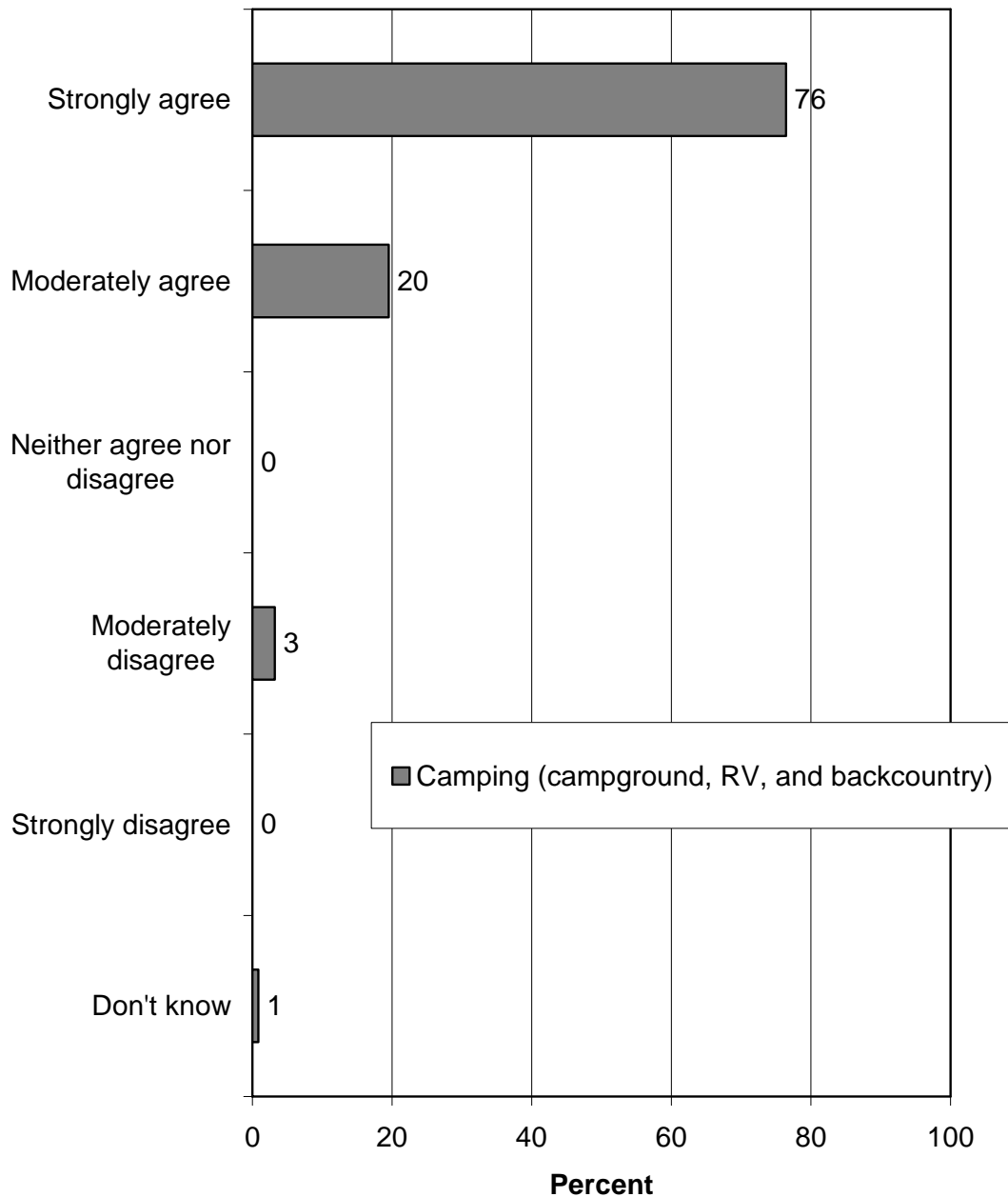
Q47. Do you agree or disagree that there are adequate opportunities for [primary activity] in New Hampshire? (Among those whose primary activity was fishing.)



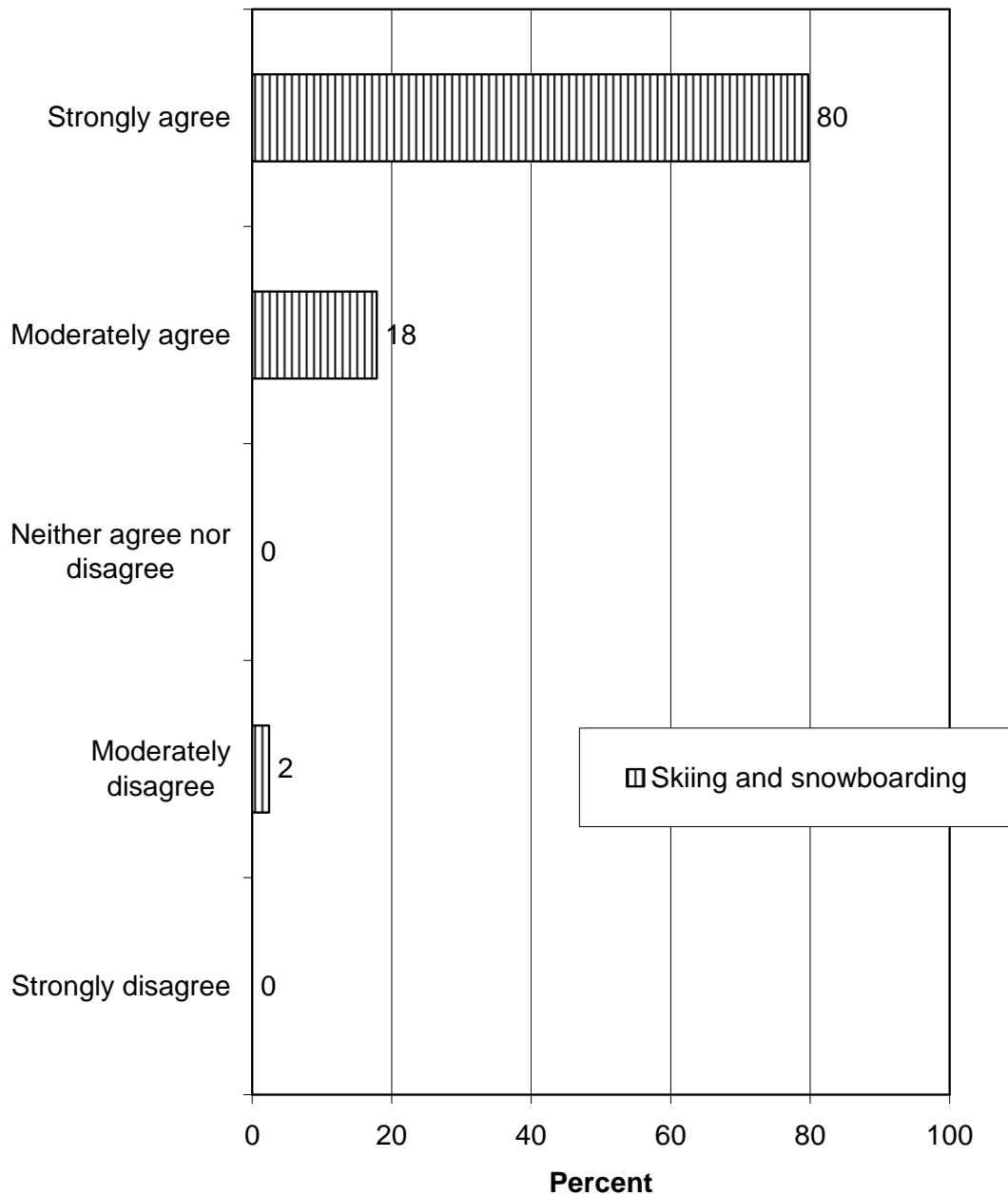
Q47. Do you agree or disagree that there are adequate opportunities for [primary activity] in New Hampshire? (Among those whose primary activity was hunting.)



Q47. Do you agree or disagree that there are adequate opportunities for [primary activity] in New Hampshire? (Among those whose primary activity was camping.)



Q47. Do you agree or disagree that there are adequate opportunities for [primary activity] in New Hampshire? (Among those whose primary activity was skiing or snowboarding.)



OPINIONS ON AND RATINGS OF THE NEW HAMPSHIRE FISH AND GAME DEPARTMENT

- The large majority of New Hampshire residents (77%) are satisfied with the New Hampshire Fish and Game Department as a governmental agency in New Hampshire; only 5% are dissatisfied (the remainder are neutral).
- The nonparametric analysis found that the following responses are correlated with being *very satisfied* with the New Hampshire Fish and Game Department as a governmental agency in New Hampshire:
 - Has participated in an outdoor recreation activity in New Hampshire in the past 2 years ($p \leq 0.01$).
 - Thinks habitat loss or fragmentation is one of the most important natural resource issues facing New Hampshire over the next 10 years ($p \leq 0.05$).
 - Indicates that it is very important to him/her that people have the opportunity to view wildlife in New Hampshire ($p \leq 0.001$).
 - Indicates that outdoor recreation in New Hampshire in general is very important to him/her personally ($p \leq 0.001$).
 - Indicates that it is very important to him/her that fish and wildlife populations are being properly managed and conserved in New Hampshire ($p \leq 0.01$).
 - Indicates that it is very important to him/her that natural areas exist in New Hampshire for enjoying and experiencing nature ($p \leq 0.05$).
 - Indicates knowing a great deal or moderate amount about conservation issues in New Hampshire ($p \leq 0.05$).
 - Strongly or moderately agrees that the New Hampshire Fish and Game Department is doing enough to conserve wildlife resources in New Hampshire ($p \leq 0.001$).
 - Strongly or moderately agrees with the statement that he/she feels that efforts to preserve wildlife habitat in New Hampshire are adequate ($p \leq 0.001$).
 - Feels that the New Hampshire Fish and Game Department is most responsible for managing and conserving wildlife resources in New Hampshire ($p \leq 0.001$).
 - Strongly agrees with the statement that he/she can make a significant difference in protecting fish and wildlife habitat ($p \leq 0.001$).
 - Knows there is a state agency responsible for the management and conservation of wildlife resources in New Hampshire ($p \leq 0.001$).
 - Gives all of the fish and wildlife activities listed a rating of 10 on how important they should be for the New Hampshire Fish and Game Department (e.g., providing educational programs regarding fish and wildlife; enforcing fish and game laws and regulations; providing opportunities for the general public to view wildlife) (all at $p \leq 0.05$ or greater significance).
 - Gives the New Hampshire Fish and Game Department's performance a rating of 9 or 10 on all of the fish and wildlife activities listed (e.g., enforcing fish and game laws and regulations; managing fish; managing game) (all at $p \leq 0.001$ or greater significance).

- Indicates that they have a good relationship with the New Hampshire Fish and Game Department by strongly or moderately agreeing with all of the statements (e.g., the Department can be relied on to keep its promises; I believe the Department takes the opinions of people like me into account when making decisions; I feel that the Department is trying to maintain a long-term commitment to people like me) (all at $p \leq 0.001$ or greater significance), and not strongly or moderately agreeing with the following statement: In dealing with people like me, the Department has a tendency to throw its weight around ($p \leq 0.05$).
 - Thinks funding to conserve wildlife resources in New Hampshire is very important ($p \leq 0.001$).
 - Would strongly support the use of general state tax revenues to conserve wildlife resources in New Hampshire ($p \leq 0.001$).
 - Strongly agrees that costs for managing wildlife resources in New Hampshire should be paid with specific user fees, such as hunting and fishing licenses ($p \leq 0.05$).
 - Receives his/her information about outdoor recreation activities in New Hampshire from the newspaper ($p \leq 0.01$).
 - Is male ($p \leq 0.01$).
 - Has been a New Hampshire resident for the mean of 29 years or more ($p \leq 0.05$).
 - Lives in Merrimack County ($p \leq 0.05$).
- Agreement (71%) far exceeds disagreement (11%) that the New Hampshire Fish and Game Department is doing enough to conserve wildlife resources in New Hampshire (the remainder are neutral).
- The nonparametric analysis found that the following responses are correlated with strongly or moderately agreeing that the New Hampshire Fish and Game Department is doing enough to conserve wildlife resources in New Hampshire:
 - Indicates that outdoor recreation in New Hampshire in general is very important to him/her personally ($p \leq 0.05$).
 - Strongly or moderately agrees with the statement that he/she feels that efforts to preserve wildlife habitat in New Hampshire are adequate ($p \leq 0.001$).
 - Is very satisfied with the New Hampshire Fish and Game Department as a governmental agency in New Hampshire ($p \leq 0.001$).
 - Strongly agrees with the statement that he/she can make a significant difference in protecting fish and wildlife habitat ($p \leq 0.01$).
 - Feels that the New Hampshire Fish and Game Department is most responsible for managing and conserving wildlife resources in New Hampshire ($p \leq 0.05$).
 - Knows there is a state agency responsible for the management and conservation of wildlife resources in New Hampshire ($p \leq 0.05$).
 - Gives a rating of 10 on how important the following fish and wildlife activities should be for the New Hampshire Fish and Game Department: managing fish ($p \leq 0.05$), and enforcing fish and game laws and regulations ($p \leq 0.05$).

- Gives the New Hampshire Fish and Game Department's performance a rating of 9 or 10 on all of the fish and wildlife activities listed (e.g., managing fish; managing game; preserving natural areas) (all at $p \leq 0.001$ or greater significance).
 - Gives the New Hampshire Fish and Game Department's performance a rating of 8 or lower on the following fish and wildlife activities: balancing wildlife resource management between consumptive and non-consumptive uses ($p \leq 0.01$), acquiring additional land for such purposes as preserving natural areas, protecting fish and wildlife habitat, and providing public use areas ($p \leq 0.01$), managing non-game fish and wildlife ($p \leq 0.05$), providing educational programs regarding fish and wildlife ($p \leq 0.05$), and providing conservation education ($p \leq 0.05$).
 - Indicates that they have a good relationship with the New Hampshire Fish and Game Department by strongly or moderately agreeing with all of the statements (e.g., I feel very confident about the Department's skills; the Department has the ability to accomplish what it says it will do; the Department treats people like me fairly and justly) (all at $p \leq 0.001$ or greater significance), but strongly or moderately agrees with the following statement: In dealing with people like me, the Department has a tendency to throw its weight around ($p \leq 0.001$).
 - Strongly agrees that costs for managing wildlife resources in New Hampshire should be paid with specific user fees, such as hunting and fishing licenses ($p \leq 0.001$).
 - Is between ages 18-34 ($p \leq 0.001$).
 - Is male ($p \leq 0.001$).
 - Does not have a bachelor's degree ($p \leq 0.001$).
 - Considers his or her place of residence to be a large city, urban area, or suburban area ($p \leq 0.01$).
 - Has at least one child, age 17 or younger, living in his/her household ($p \leq 0.05$).
 - In a related question, agreement (67%) far exceeds disagreement (17%) that efforts to preserve wildlife habitat in New Hampshire are adequate. However, most agreement is *moderate* (43%) rather than *strong* (24%) agreement.
- The survey had 12 questions asking residents to rate the importance of various efforts of the Department, shown in Text Box 1 on the following page. The ratings were on a 0 to 10 scale, with 0 being not at all important and 10 being extremely important. The data are analyzed in two ways: by the percentage giving a highly important rating (9 or 10) and by the mean.
- The first examination looks at the percentage giving an importance rating of 9 or 10. This gives an idea of the percentage who are highly passionate about the efforts.
 - Three efforts stand out, each with more than 70% giving a 9 or 10 rating: protecting endangered and threatened species (75%), hunter and firearms safety education (73%), and preserving natural areas (71%).

- A middle tier has six items, all with at least a majority giving it an importance rating of 9 or 10: enforcing fish and game laws and regulations (65%), managing game (60%), managing fish (56%), acquiring additional land for preserving natural areas, protecting habitat, and providing public use (55%), providing educational programs about fish and wildlife (55%), and providing conservation education (53%).
- In the bottom tier are three efforts: balancing wildlife resource management between consumptive and non-consumptive uses (48%), providing opportunities for the general public to view wildlife (44%), and managing non-game fish and wildlife (39%).
- Note that the mean ratings are also shown, and they fall out into the same three tiers as above, albeit not always in the same order within each tier.

TEXT BOX 1

Efforts of the Department about which the survey asked—Importance.

Enforcing fish and game laws and regulations
 Protecting endangered and threatened species
 Managing non-game fish and wildlife
 Managing game
 Managing fish (those species that are fished)
 Preserving natural areas
 Acquiring additional land for such purposes as preserving natural areas, protecting fish and wildlife habitat, and providing public use areas
 Providing hunter and firearms safety education
 Providing educational programs regarding fish and wildlife
 Providing opportunities for the general public to view wildlife
 Providing conservation education
 Balancing wildlife resource management between consumptive and non-consumptive uses

- After the series of questions asking New Hampshire residents to rate the importance of various efforts, the survey then asked residents to rate the *performance* of the Department at the same efforts. Again, they are analyzed by the percentage giving a rating of 9 or 10 and by the mean.
- The first examination is at the ranking by the percentage giving a performance rating of 9 or 10.
 - Five of them have more than 40% giving a rating of 9 or 10: enforcing fish and game laws (44%), hunter and firearms safety education (43%), protecting endangered and threatened species (42%), managing game (42%), and managing fish (41%).

- A middle tier contains preserving natural areas (38%), providing wildlife viewing opportunities (38%), providing educational programs regarding fish and wildlife (35%), managing non-game fish and wildlife (33%), and providing conservation education (32%).
 - At the bottom, below the 30% mark, are acquiring additional land (27%) and balancing wildlife resource management between consumptive and non-consumptive uses (27%).
 - The mean ratings are similar regarding the top and bottom tiers, although not in the exact same order.
- The two series above (ratings of importance of efforts and ratings of the Department's performance at those efforts) are examined together, as shown in scatterplots. On one axis is the mean importance rating; on the other axis is the mean performance rating of various efforts of the Department. This analysis shows if performance ratings are commensurate with importance ratings. In other words, those efforts that are rated high in importance ideally should have equally high performance ratings.
- The first thing to note in the analysis is that all efforts are in the top-right quadrant of the scatterplot that shows the full scale (i.e., from 0 to 10 on each axis) at the highest importance and highest performance ratings.
 - The efforts are fairly tightly grouped. In particular, no efforts are far from the line of equal ratings (the diagonal line across the graph marking where ratings are equal).
 - Those that have much lower performance ratings relative to importance ratings (i.e., those that are the farthest from the line) are as follows, with the mean importance and performance ratings shown in parentheses):
 - Hunter and firearms safety education (9.07, 7.76).
 - Acquiring additional land (8.12, 6.88).
 - Preserving natural areas (8.98, 7.74).
 - Protecting endangered and threatened species (8.92, 7.81).
 - Providing conservation education (8.36, 7.27).

- The survey had a series of 16 statements that were read to respondents (Text Box 2, below), and respondents were asked whether they agreed or disagreed with each. Note that some of these questions, which were recommended by the Department, were based on questions in “Guidelines for Measuring Relationships in Public Relations,” authored by Dr. Linda Childers Hon and Dr. James E. Grunig published in 1999 by the Institute for Public Relations. In this series, agreement is positive for the Department for each question but one; that one question was “reverse coded” for presentation on the graph (i.e., the percentage strongly disagreeing with this negative question is coded as strongly agreeing), thereby making all statements comparable.
- The first result to note is that nearly all statements have a majority who *strongly* or *moderately* agree; only three have rates of agreement of less than half.
 - Also note that for each statement, agreement far exceeds disagreement.
 - Four of the statements have at least 70% who *strongly* or *moderately* agree:
 - I would rather work together with the Department than not (89%).
 - I feel very confident about the Department’s skills (76%).
 - The Department believes the opinions of people like me are legitimate (74%).
 - I can see that the Department wants to maintain a relationship with people like me (70%).

TEXT BOX 2

Statements regarding the Department that were read to respondents.

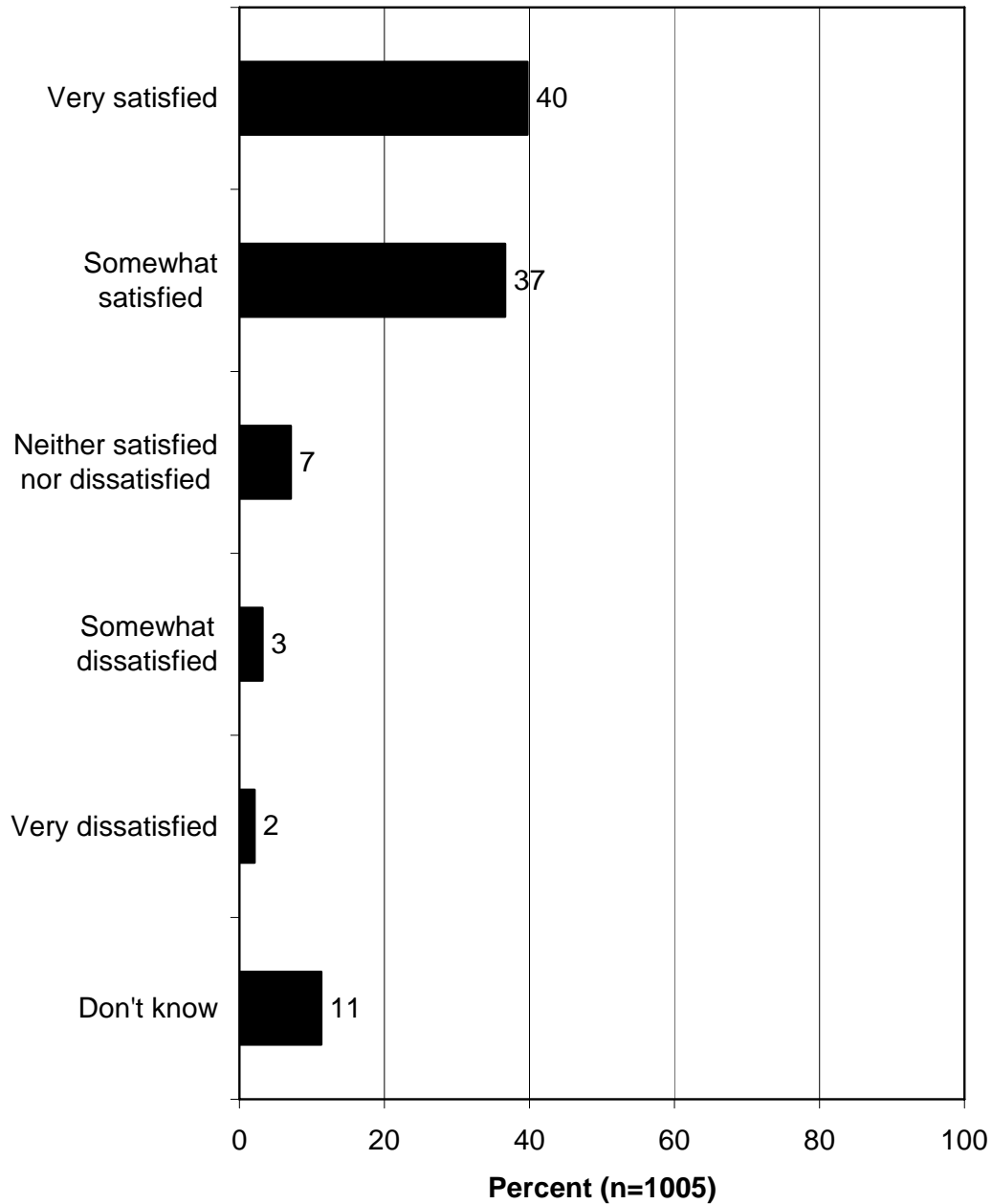
- Q152. The Department treats people like me fairly and justly.
- Q153. Whenever the Department makes an important decision, I know it will be concerned about people like me.
- Q154. The Department can be relied on to keep its promises.
- Q155. I believe the Department takes the opinions of people like me into account when making decisions.
- Q156. I feel very confident about the Department’s skills.
- Q157. The Department has the ability to accomplish what it says it will do.
- Q158. The Department and people like me are attentive to what each other say.
- Q159. The Department believes the opinions of people like me are legitimate.
- Q160. In dealing with people like me, the Department has a tendency to throw its weight around. (reverse coded in analysis)
- Q161. The Department really listens to what people like me have to say.
- Q162. The management of the Department gives people like me enough say in the decision-making process.
- Q163. I feel that the Department is trying to maintain a long-term commitment to people like me.
- Q164. I can see that the Department wants to maintain a relationship with people like me.
- Q165. There is a long-lasting bond between the Department and people like me.
- Q166. Compared to other organizations, I value my relationship with the Department more.
- Q167. I would rather work together with the Department than not.

- For two of the statements in the above series, the nonparametric analysis was run. The statements are as follows: “The Department really listens to what people like me have to say” and “The management of the Department gives people like me enough say in the decision-making process.”
- The nonparametric analysis found that the following responses are correlated with strongly or moderately agreeing with the following statement: The Department really listens to what people like me have to say:
 - Has participated in an outdoor recreation activity in New Hampshire in the past 2 years ($p \leq 0.05$).
 - Indicates that it is very important to him/her that people have the opportunity to view wildlife in New Hampshire ($p \leq 0.001$).
 - Indicates that outdoor recreation in New Hampshire in general is very important to him/her personally ($p \leq 0.001$).
 - Indicates that it is very important to him/her that fish and wildlife populations are being properly managed and conserved in New Hampshire ($p \leq 0.01$).
 - Indicates that it is very important to him/her that ecologically important habitats and lands in New Hampshire are being protected and preserved ($p \leq 0.05$).
 - Strongly or moderately agrees that the New Hampshire Fish and Game Department is doing enough to conserve wildlife resources in New Hampshire ($p \leq 0.001$).
 - Is very satisfied with the New Hampshire Fish and Game Department as a governmental agency in New Hampshire ($p \leq 0.001$).
 - Strongly or moderately agrees with the statement that he/she feels that efforts to preserve wildlife habitat in New Hampshire are adequate ($p \leq 0.001$).
 - Strongly agrees with the statement that he/she can make a significant difference in protecting fish and wildlife habitat ($p \leq 0.001$).
 - Feels that the New Hampshire Fish and Game Department is most responsible for managing and conserving wildlife resources in New Hampshire ($p \leq 0.05$).
 - Gives a majority of the fish and wildlife activities listed a rating of 10 on how important they should be for the New Hampshire Fish and Game Department (e.g., providing opportunities for the general public to view wildlife; providing educational programs regarding fish and wildlife; managing game) (all at $p \leq 0.05$ or greater significance).
 - Gives the New Hampshire Fish and Game Department's performance a rating of 9 or 10 on all of the fish and wildlife activities listed (e.g., providing opportunities for the general public to view wildlife; managing game; protecting endangered and threatened species) (all at $p \leq 0.001$ or greater significance).
 - Gives the New Hampshire Fish and Game Department's performance a rating of 8 or lower on the following fish and wildlife activities: hunter and firearms safety education ($p \leq 0.001$), acquiring additional land for such purposes as preserving natural areas, protecting fish and wildlife habitat, and providing public use areas ($p \leq 0.001$), providing conservation education ($p \leq 0.001$), managing non-game fish and wildlife ($p \leq 0.01$), providing educational programs regarding fish and wildlife

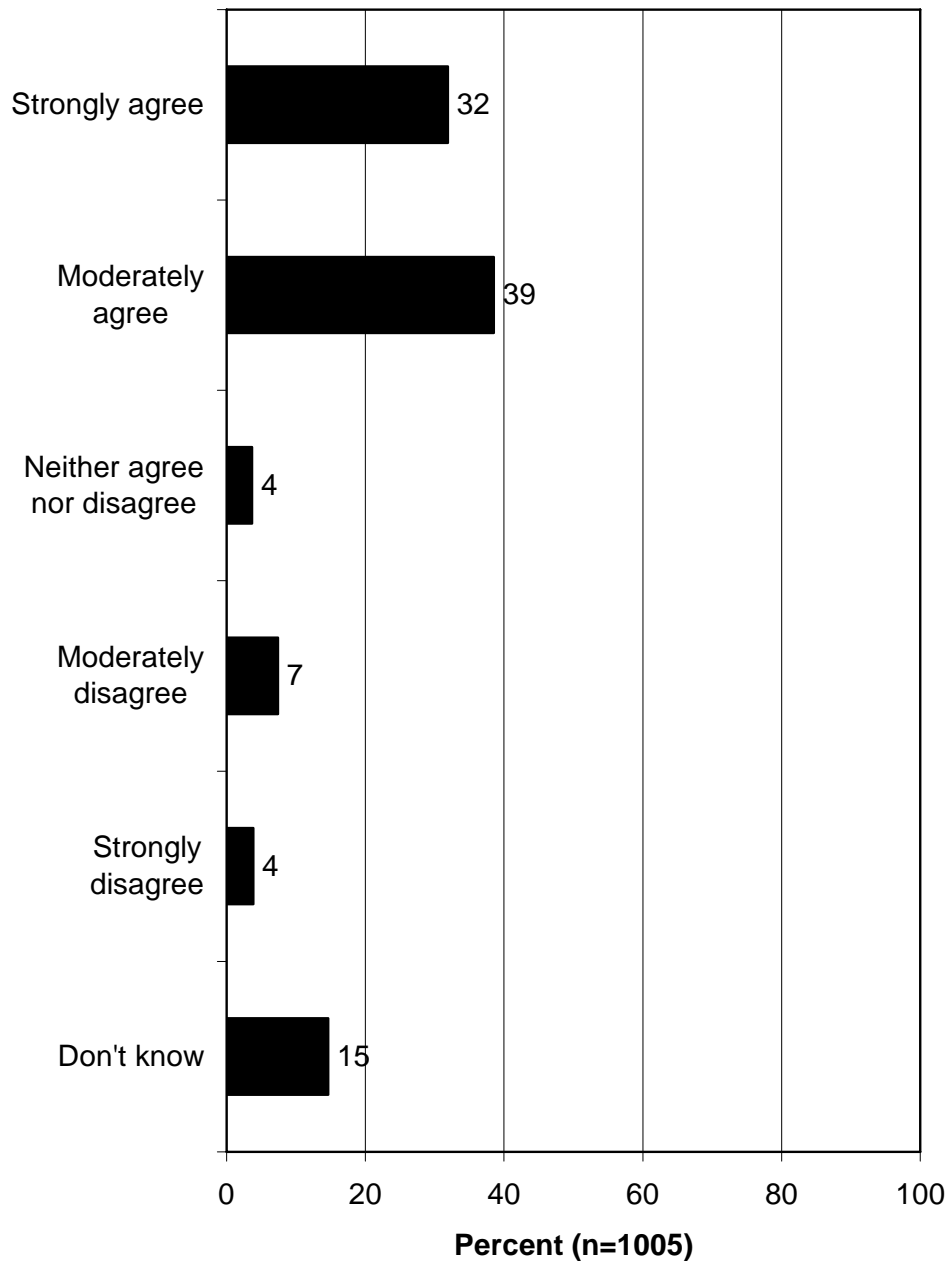
- ($p \leq 0.01$), and balancing wildlife resource management between consumptive and non-consumptive uses ($p \leq 0.01$).
- Indicates that they have a good relationship with the New Hampshire Fish and Game Department by strongly or moderately agreeing with all of the statements (e.g., I believe the Department takes the opinions of people like me into account when making decisions; the Department and people like me are attentive to what each other say; the Department treats people like me fairly and justly) (all at $p \leq 0.001$ or greater significance).
 - Would strongly support the use of general state tax revenues to conserve wildlife resources in New Hampshire ($p \leq 0.05$).
 - Thinks funding to conserve wildlife resources in New Hampshire is very important ($p \leq 0.05$).
 - Does not have a bachelor's degree ($p \leq 0.01$).
 - Is between ages 18-34 ($p \leq 0.01$).
- The nonparametric analysis found that the following responses are correlated with strongly or moderately agreeing with the following statement: The management of the Department gives people like me enough say in the decision-making process:
 - Indicates that outdoor recreation in New Hampshire in general is very important to him/her personally ($p \leq 0.001$).
 - Does not indicate that it is very important to him/her that natural areas exist in New Hampshire for enjoying and experiencing nature ($p \leq 0.05$).
 - Strongly or moderately agrees that the New Hampshire Fish and Game Department is doing enough to conserve wildlife resources in New Hampshire ($p \leq 0.001$).
 - Strongly or moderately agrees with the statement that he/she feels that efforts to preserve wildlife habitat in New Hampshire are adequate ($p \leq 0.001$).
 - Is very satisfied with the New Hampshire Fish and Game Department as a governmental agency in New Hampshire ($p \leq 0.001$).
 - Strongly agrees with the statement that he/she can make a significant difference in protecting fish and wildlife habitat ($p \leq 0.05$).
 - Gives a rating of 10 on how important the following fish and wildlife activities should be for the New Hampshire Fish and Game Department: providing opportunities for the general public to view wildlife ($p \leq 0.001$), providing educational programs regarding fish and wildlife ($p \leq 0.01$), managing game ($p \leq 0.01$), acquiring additional land for such purposes as preserving natural areas, protecting fish and wildlife habitat, and providing public use areas ($p \leq 0.05$), preserving natural areas ($p \leq 0.05$), and managing fish ($p \leq 0.05$).
 - Gives the New Hampshire Fish and Game Department's performance a rating of 9 or 10 on all of the fish and wildlife activities listed (e.g., providing opportunities for the general public to view wildlife; protecting endangered and threatened species; managing game) (all at $p \leq 0.001$ or greater significance).
 - Gives the New Hampshire Fish and Game Department's performance a rating of 8 or lower on the following fish and wildlife activities: balancing wildlife resource management between consumptive and non-consumptive uses ($p \leq 0.01$), hunter and

- firearms safety education ($p \leq 0.05$), managing non-game fish and wildlife ($p \leq 0.05$), and providing conservation education ($p \leq 0.05$).
- Indicates that they have a good relationship with the New Hampshire Fish and Game Department by strongly or moderately agreeing with all of the statements (e.g., the Department really listens to what people like me have to say; there is a long-lasting bond between the Department and people like me; the Department and people like me are attentive to what each other say) (all at $p \leq 0.001$ or greater significance), but strongly or moderately agrees with the following statement: In dealing with people like me, the Department has a tendency to throw its weight around ($p \leq 0.01$).
 - Is between ages 18-34 ($p \leq 0.001$).
 - Does not have a bachelor's degree ($p \leq 0.001$).
 - Is male ($p \leq 0.05$).
 - Considers his or her place of residence to be a large city, urban area, or suburban area ($p \leq 0.05$).

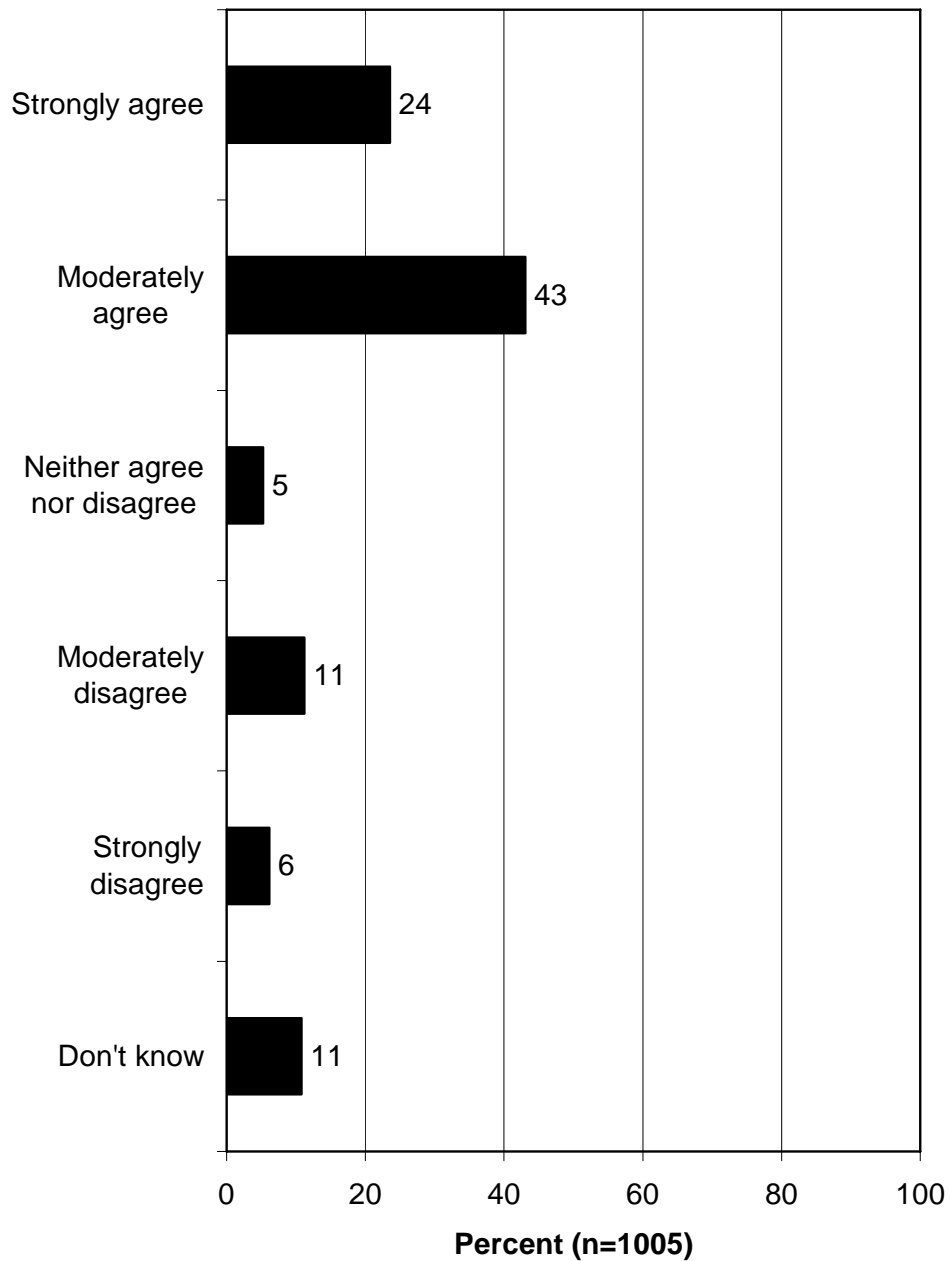
Q112. Overall, how satisfied or dissatisfied are you with the New Hampshire Fish and Game Department as a governmental agency in New Hampshire?



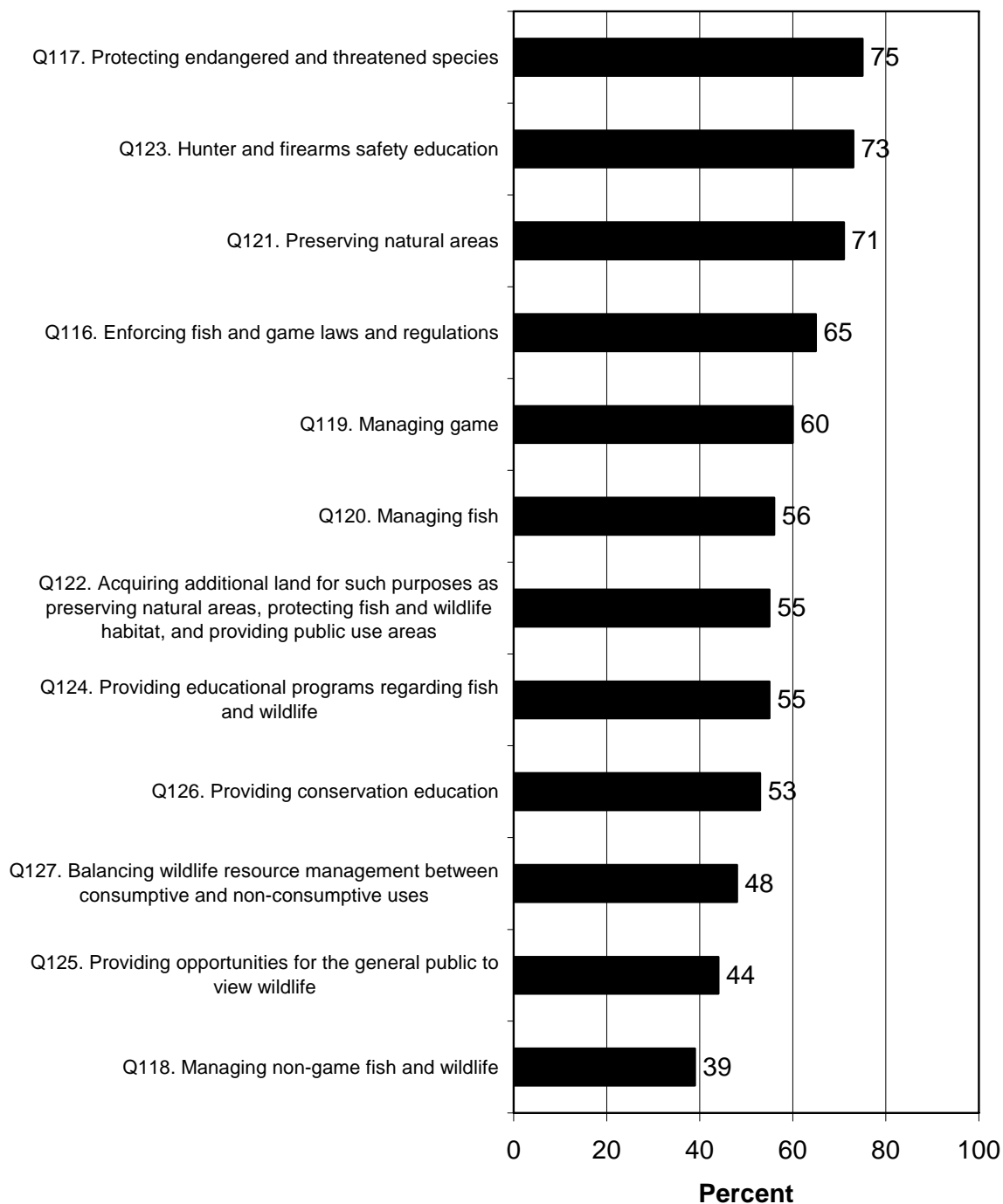
Q113. Do you agree or disagree that the New Hampshire Fish and Game Department is doing enough to conserve wildlife resources in New Hampshire?



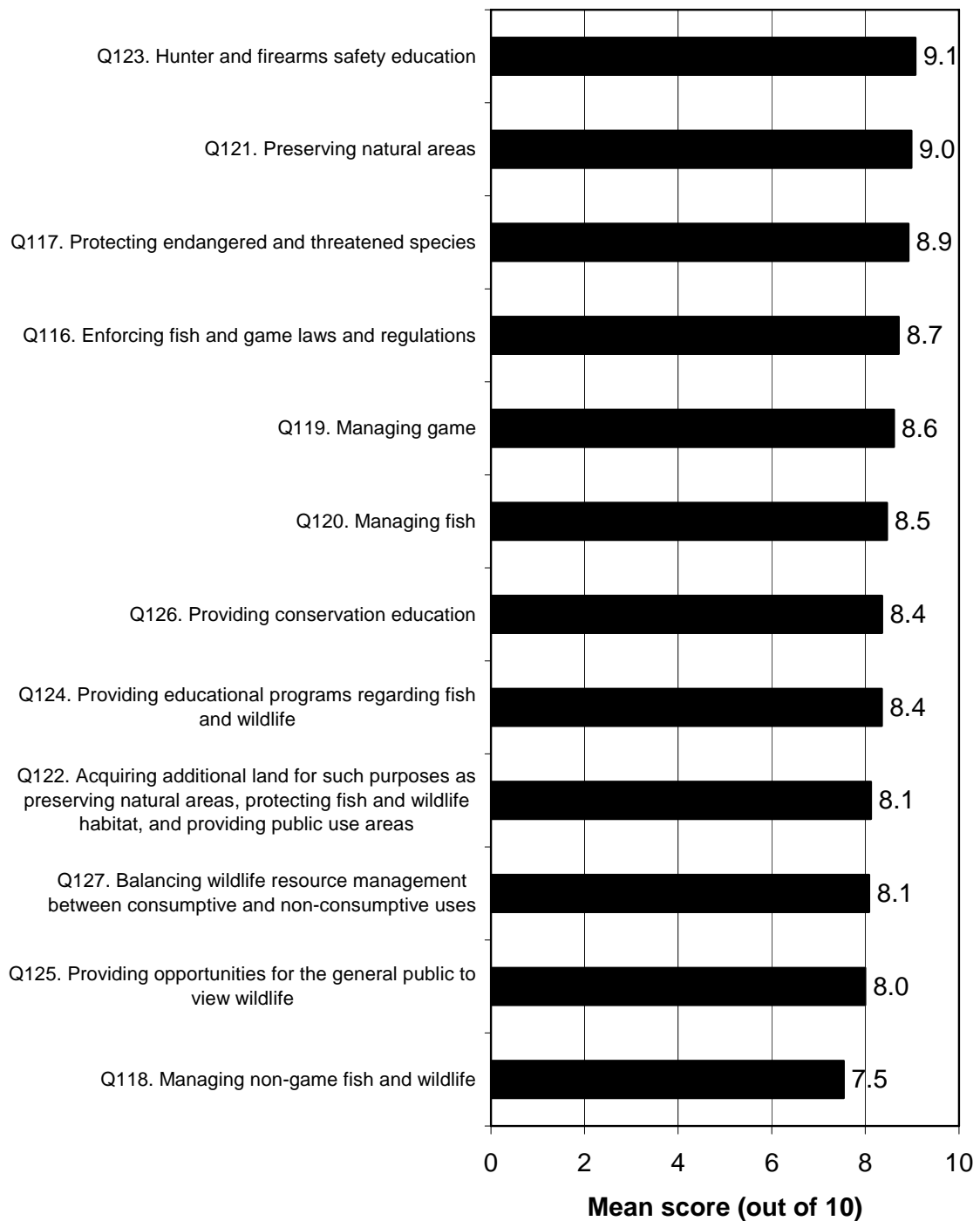
Q107. I feel that efforts to preserve wildlife habitat in New Hampshire are adequate. Do you agree or disagree with this statement?



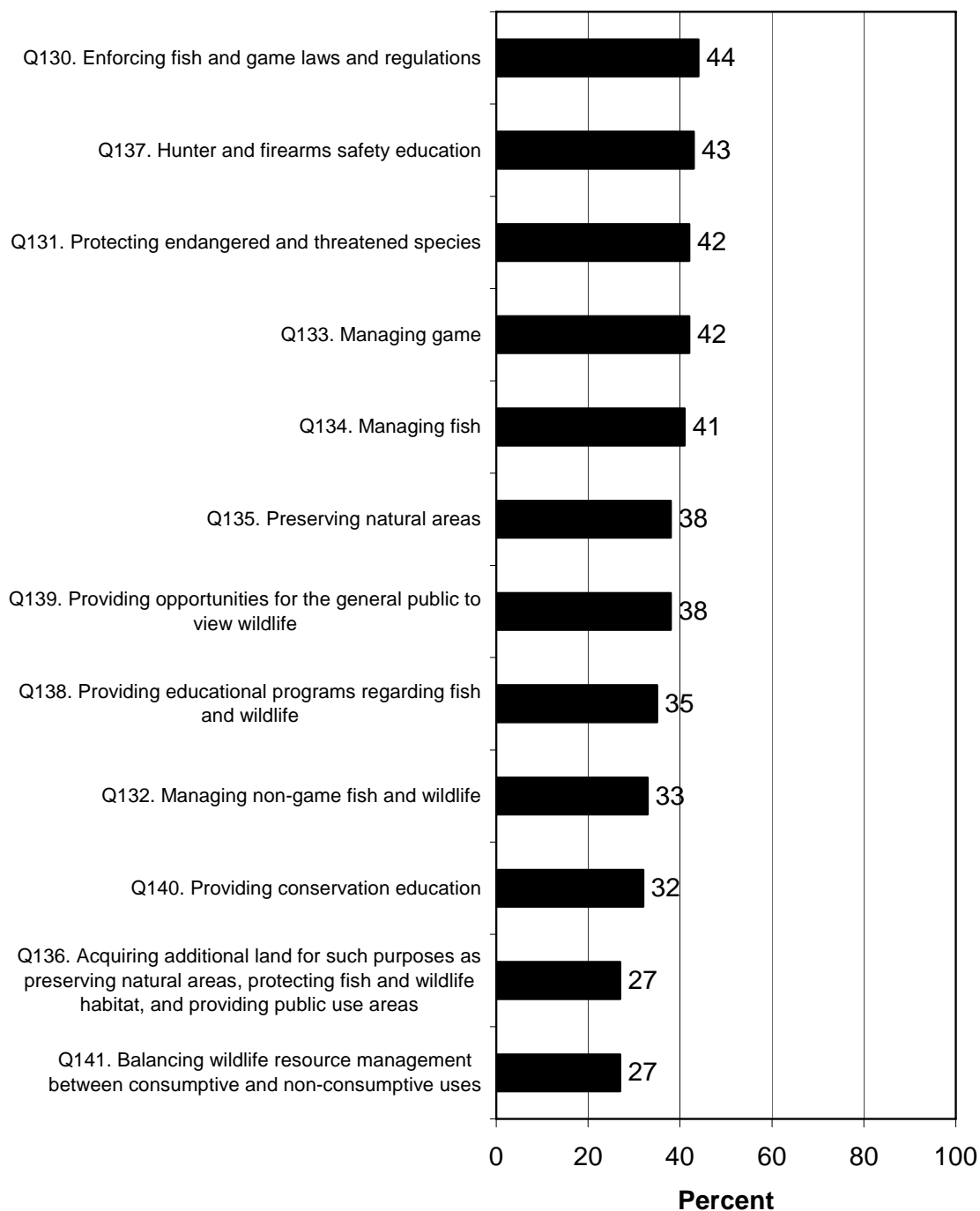
**Q116-127. Percent who rated each of the following
as a 9 or 10 in importance for the Department.**



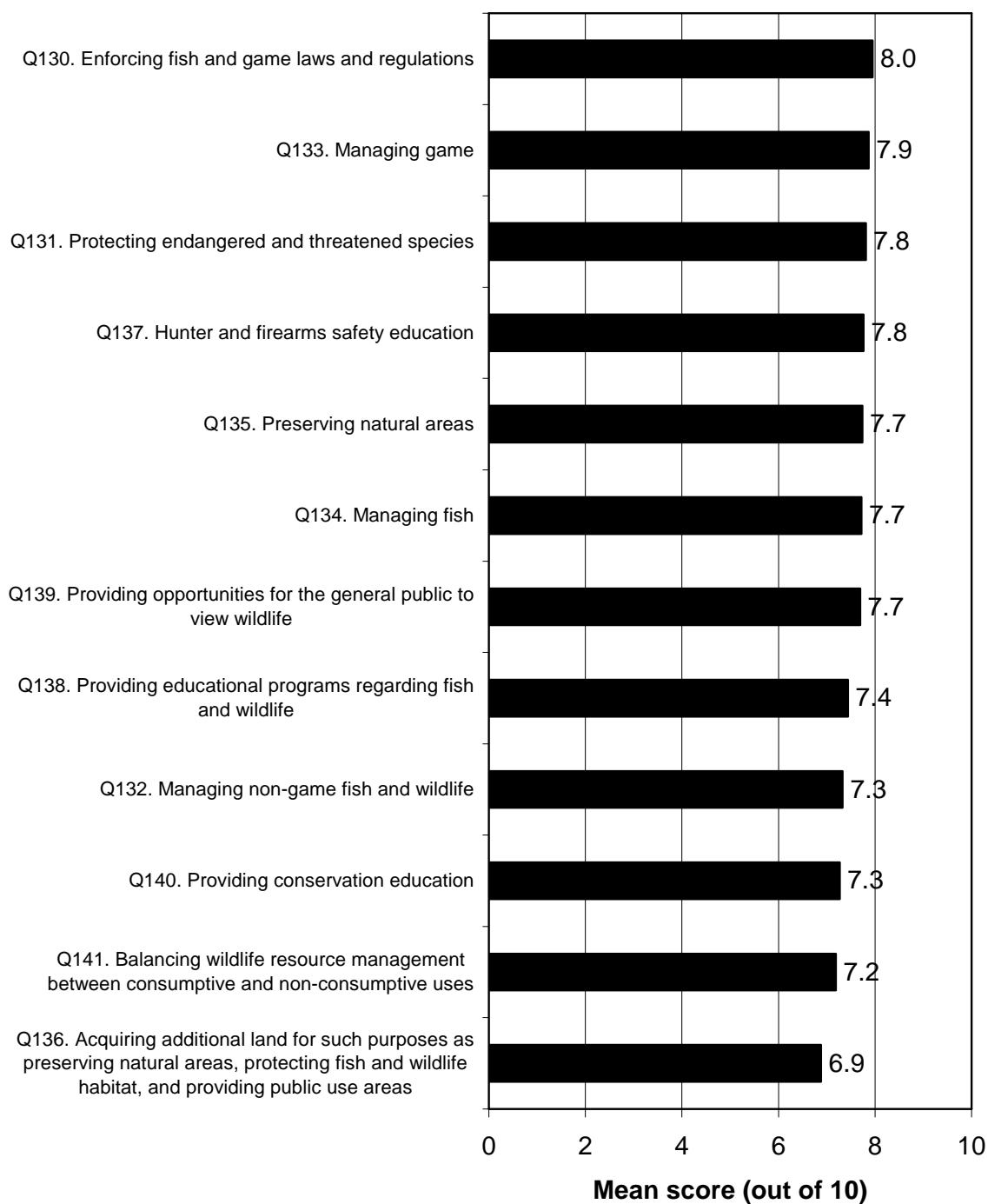
Q116-127. Mean ratings for each of the following in importance for the Department.



Q130-141. Percent who rated the Department's performance as 9 or 10 for each of the following.

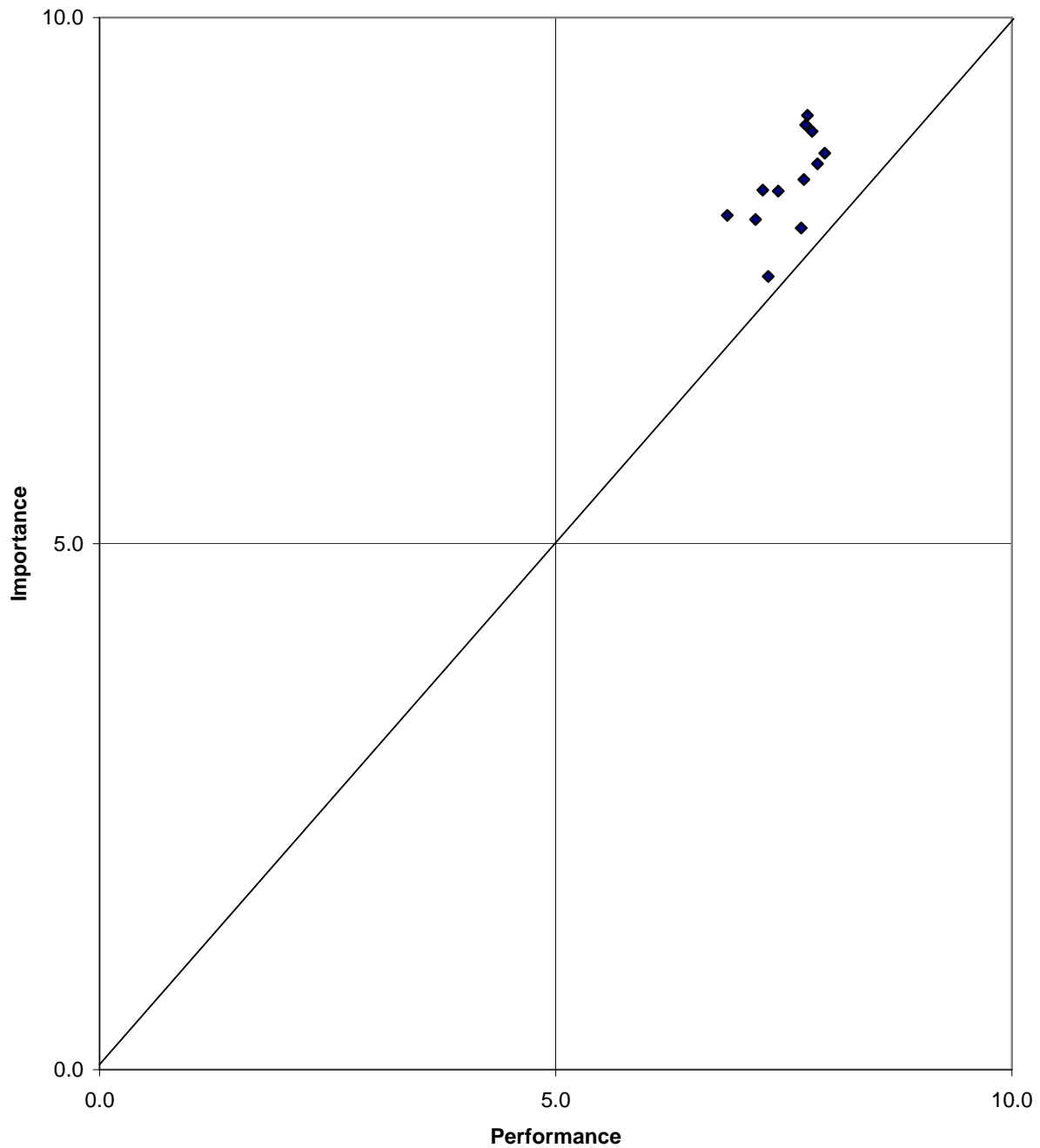


Q130-141. Mean ratings of the Department's performance at each of the following.



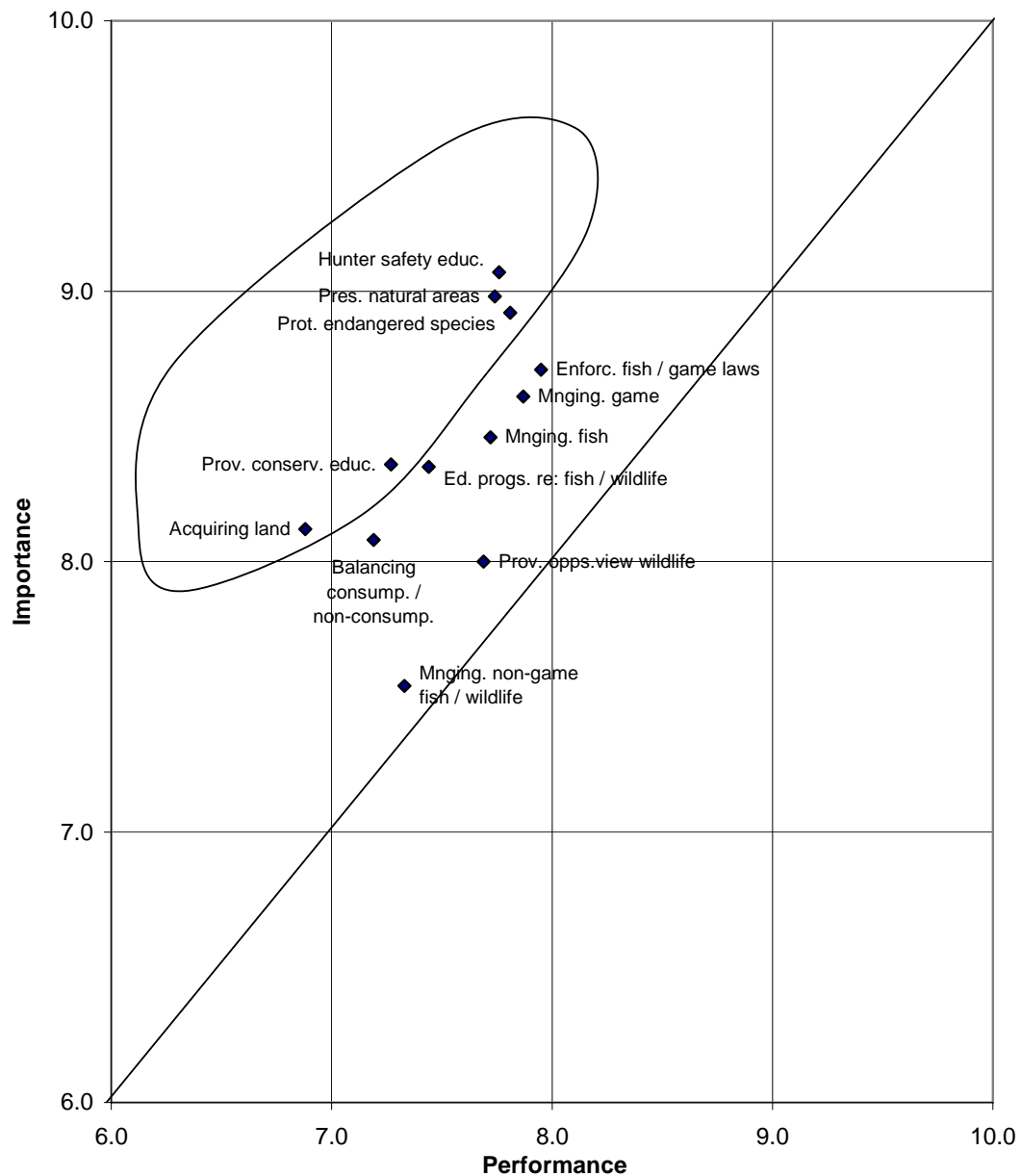
Comparison of ratings of importance and performance of programs/efforts.

(Graph is correctly scaled.)

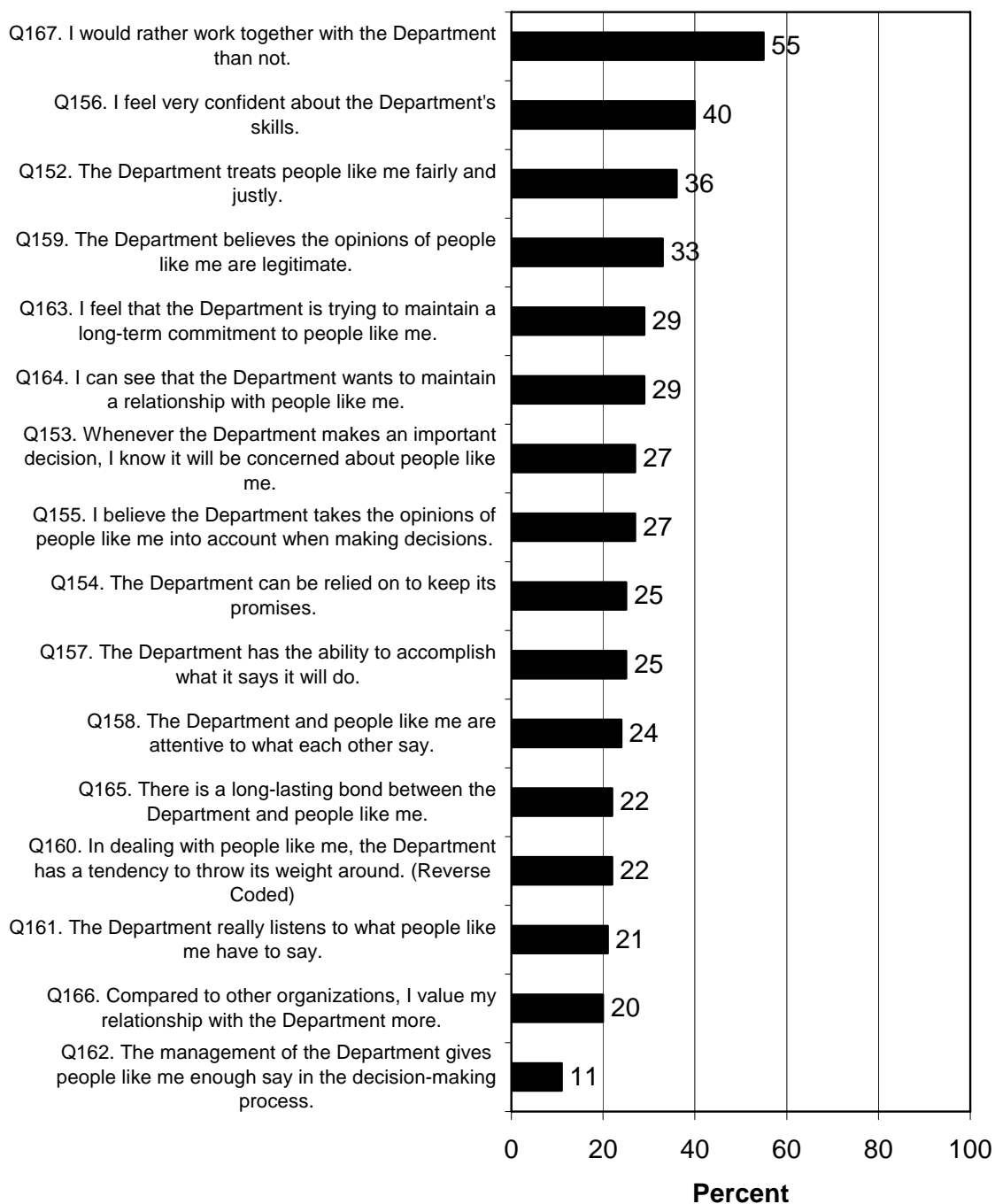


Comparison of ratings of importance and performance of programs/efforts.

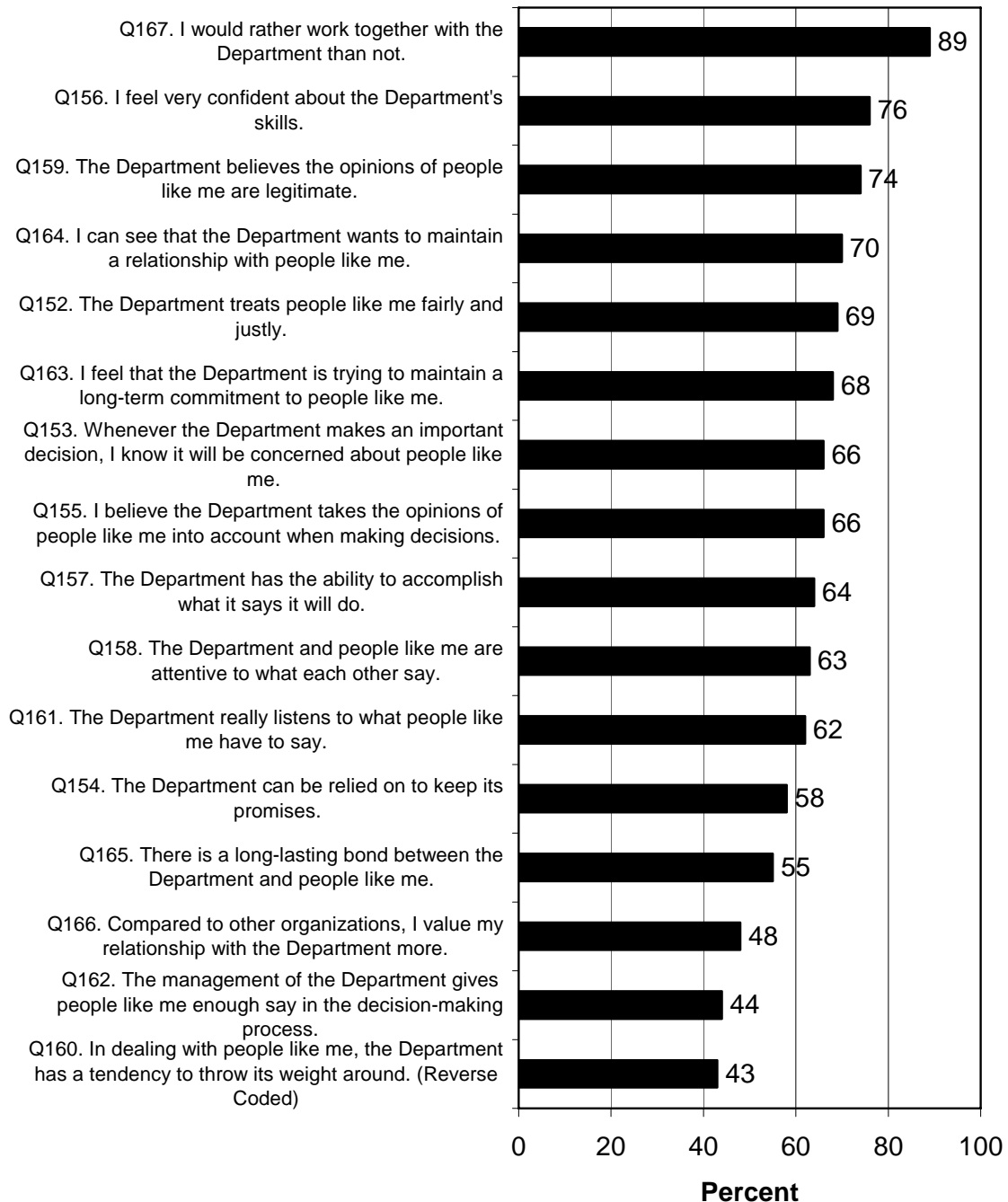
(Not graphed to scale for display purposes.)



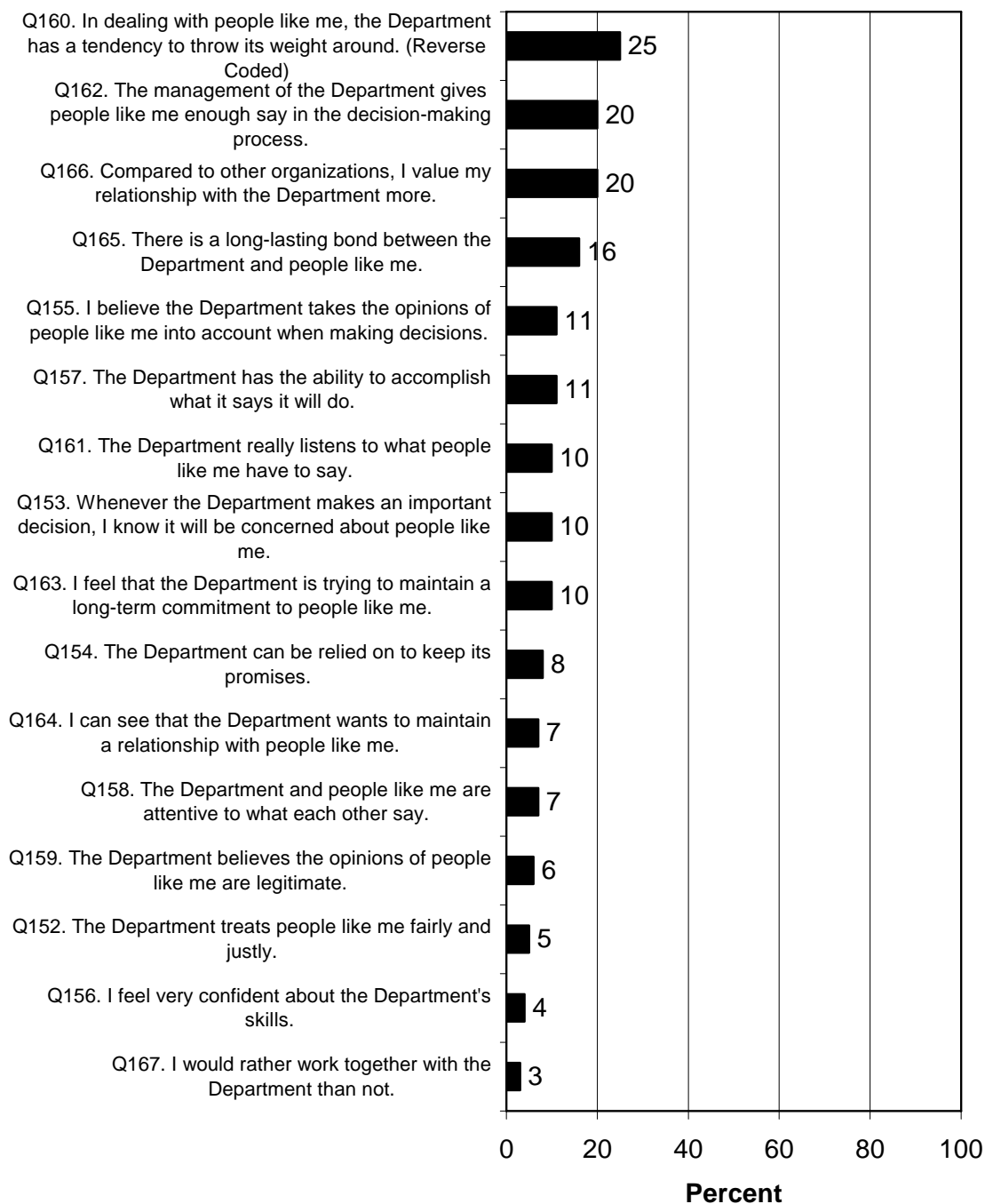
Q152-167. Percent who strongly agreed with each of the following.



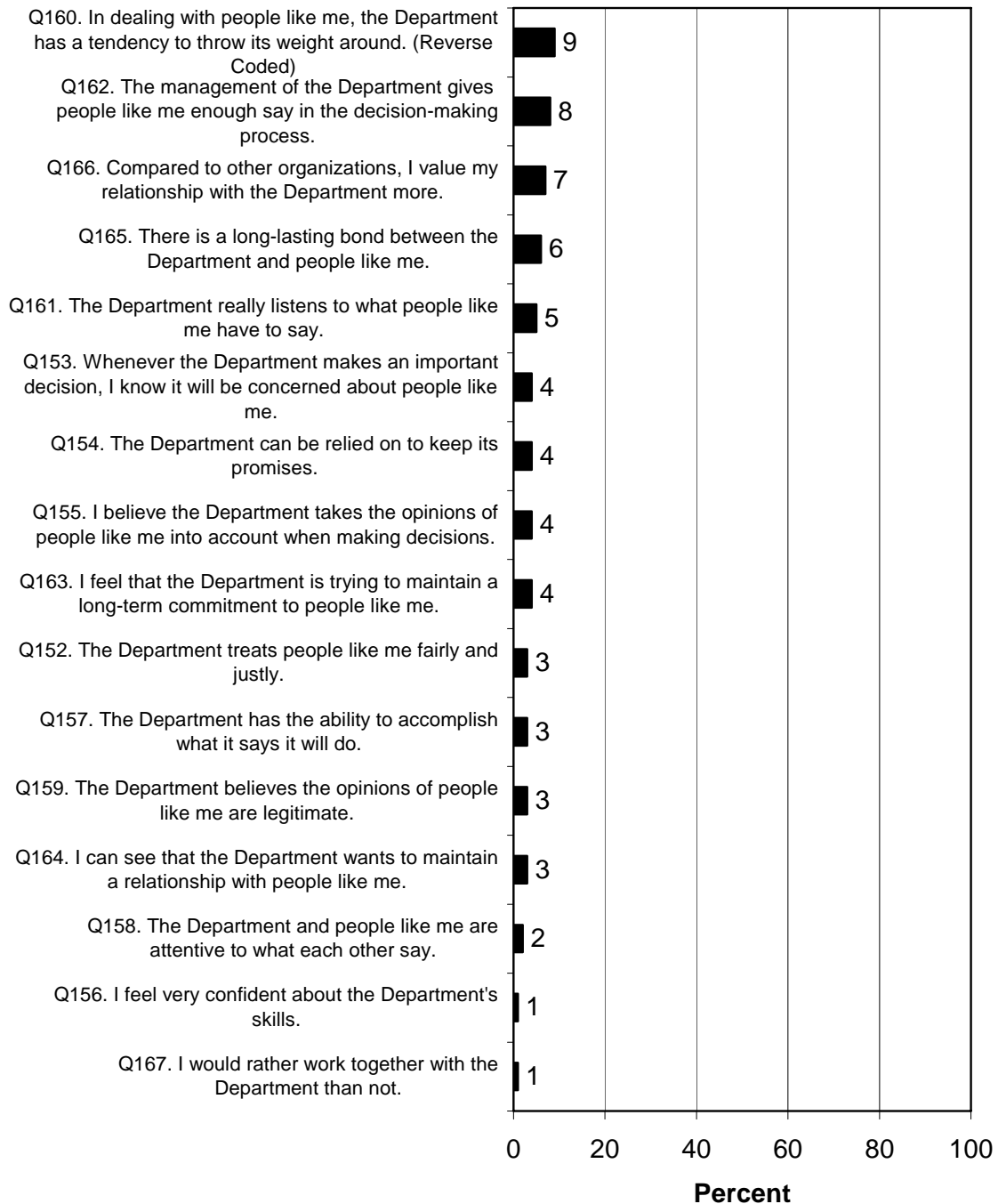
Q152-167. Percent who strongly or moderately agreed with each of the following.



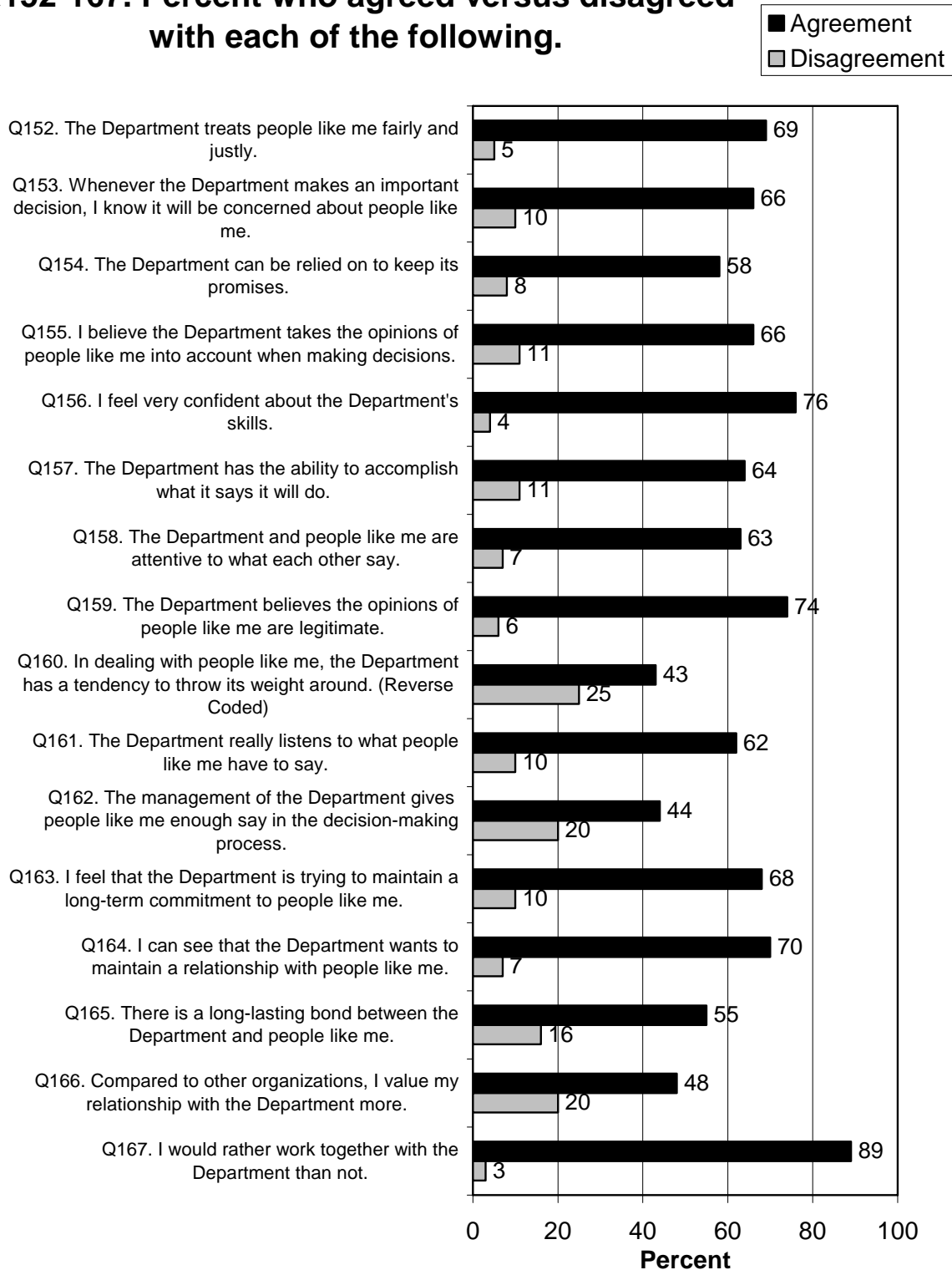
Q152-167. Percent who strongly or moderately disagreed with each of the following.



Q152-167. Percent who strongly disagreed with each of the following.



Q152-167. Percent who agreed versus disagreed with each of the following.



FUNDING FOR THE NEW HAMPSHIRE FISH AND GAME DEPARTMENT

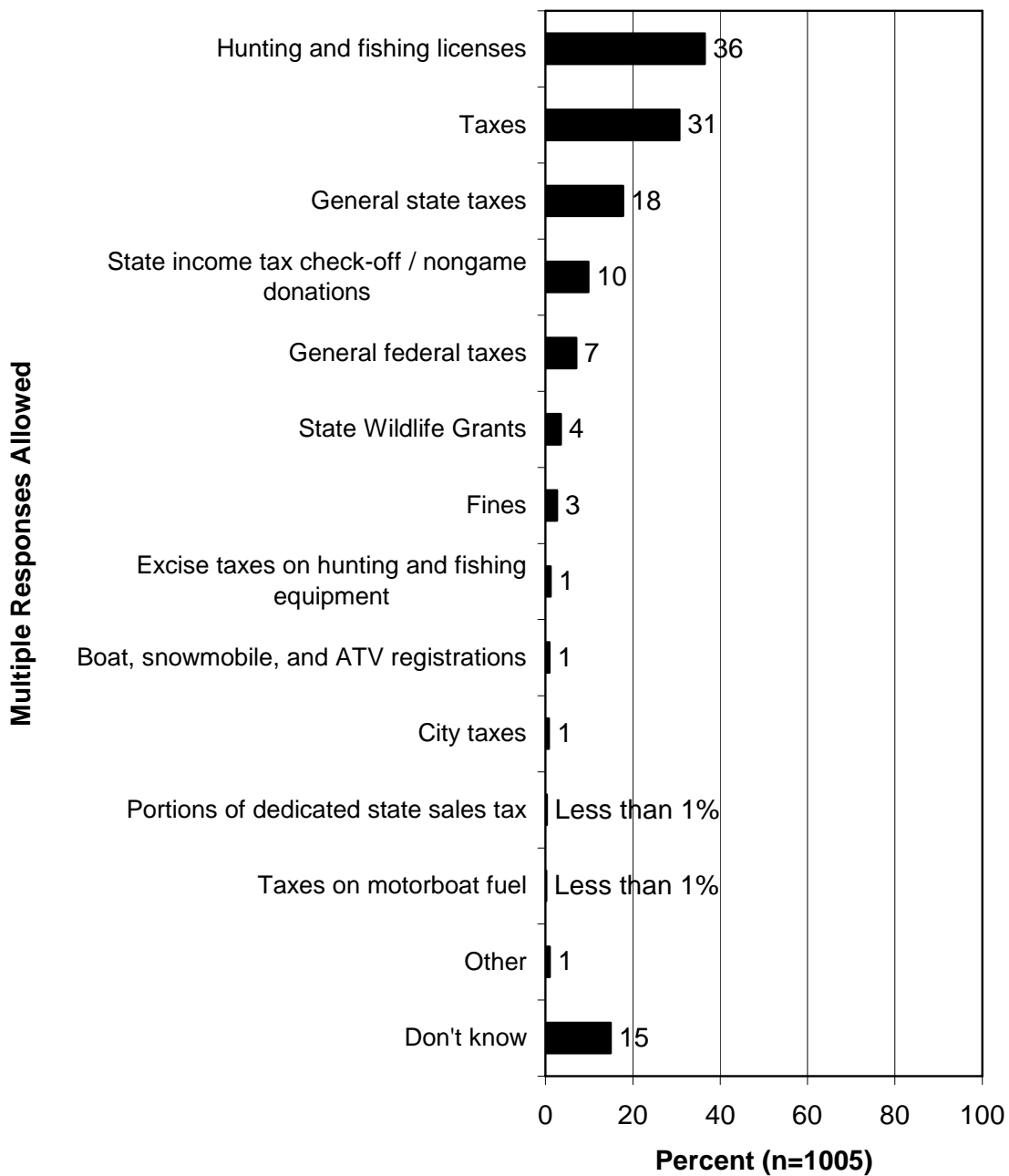
- New Hampshire residents were asked to indicate how they think the Department is funded. Their most common answers are hunting and fishing licenses (36%), unspecified general taxes (31%; note that general taxes are, for the most part, not used to fund the Department), general state taxes (18%; note that general state taxes, for the most part, are not used to fund the Department), state income check-off/nongame donations (10%), and general federal taxes (7%; note that general federal taxes are not used to fund the Department).
 - Very low percentages named the important sources of excise taxes on hunting and fishing equipment and/or motorboat fuel taxes.

- Recall that an earlier section of the report indicated that an overwhelming majority of New Hampshire residents (97%) say that funding to conserve wildlife resources in New Hampshire is *very* or *somewhat* important (mostly *very* important—74%). (This graph is discussed and shown in the section of this report titled “Values Associated With Natural Resources and Outdoor Recreation.”)

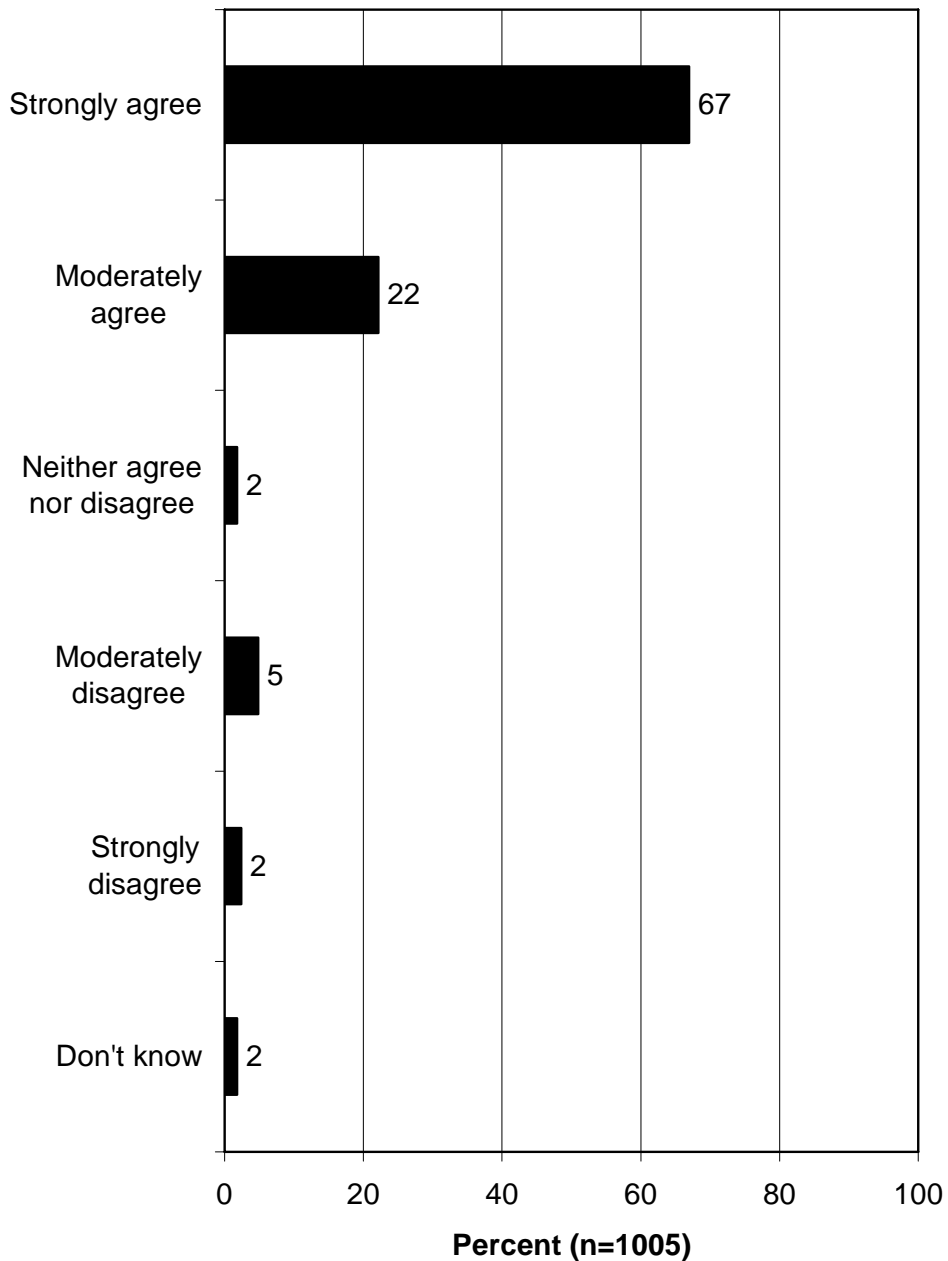
- The overwhelming majority of New Hampshire residents (89%) agree that the costs for managing wildlife resources in New Hampshire should be paid for with specific user fees, such as hunting and fishing licenses (mostly *strong* agreement—67%).
 - Despite the above results, the large majority of New Hampshire residents (72%) support the use of *general state tax revenues* to conserve wildlife resources in New Hampshire; meanwhile, 18% oppose.
 - The nonparametric analysis found that the following responses are correlated with strongly supporting the use of general state tax revenues to conserve wildlife resources in New Hampshire:
 - Thinks habitat loss or fragmentation is one of the most important natural resource issues facing New Hampshire over the next 10 years ($p \leq 0.05$).
 - Indicates that it is very important to him/her that natural areas exist in New Hampshire for enjoying and experiencing nature ($p \leq 0.001$).
 - Indicates that it is very important to him/her that ecologically important habitats and lands in New Hampshire are being protected and preserved ($p \leq 0.001$).

- Indicates that it is very important to him/her that people have the opportunity to view wildlife in New Hampshire ($p \leq 0.001$).
- Indicates that it is very important to him/her that fish and wildlife populations are being properly managed and conserved in New Hampshire ($p \leq 0.001$).
- Indicates that outdoor recreation in New Hampshire in general is very important to him/her personally ($p \leq 0.001$).
- Indicates knowing a great deal or moderate amount about conservation issues in New Hampshire ($p \leq 0.01$).
- Strongly agrees with the statement that he/she can make a significant difference in protecting fish and wildlife habitat ($p \leq 0.001$).
- Is very satisfied with the New Hampshire Fish and Game Department as a governmental agency in New Hampshire ($p \leq 0.001$).
- Feels that the New Hampshire Fish and Game Department is most responsible for managing and conserving wildlife resources in New Hampshire ($p \leq 0.05$).
- Gives all of the fish and wildlife activities listed a rating of 10 on how important they should be for the New Hampshire Fish and Game Department (e.g., managing non-game fish and wildlife; enforcing fish and game laws and regulations; acquiring additional land for such purposes as preserving natural areas, protecting fish and wildlife habitat, and providing public use areas) (all at $p \leq 0.01$ or greater significance).
- Gives the New Hampshire Fish and Game Department's performance a rating of 9 or 10 on the majority of the fish and wildlife activities listed (e.g., balancing wildlife resource management between consumptive and non-consumptive uses; managing non-game fish and wildlife; providing educational programs regarding fish and wildlife) (all at $p \leq 0.05$ or greater significance).
- Indicates that they have a good relationship with the New Hampshire Fish and Game Department by strongly or moderately agreeing with the majority of the statements (e.g., compared to other organizations, I value my relationship with the Department more; there is a long-lasting bond between the Department and people like me; I can see that the Department wants to maintain a relationship with people like me) (all at $p \leq 0.05$ or greater significance).
- Thinks funding to conserve wildlife resources in New Hampshire is very important ($p \leq 0.001$).
- Has a bachelor's degree or graduate degree ($p \leq 0.01$).
- Considers his or her place of residence to be a rural area ($p \leq 0.05$).
- Is between ages 35-64 ($p \leq 0.05$).

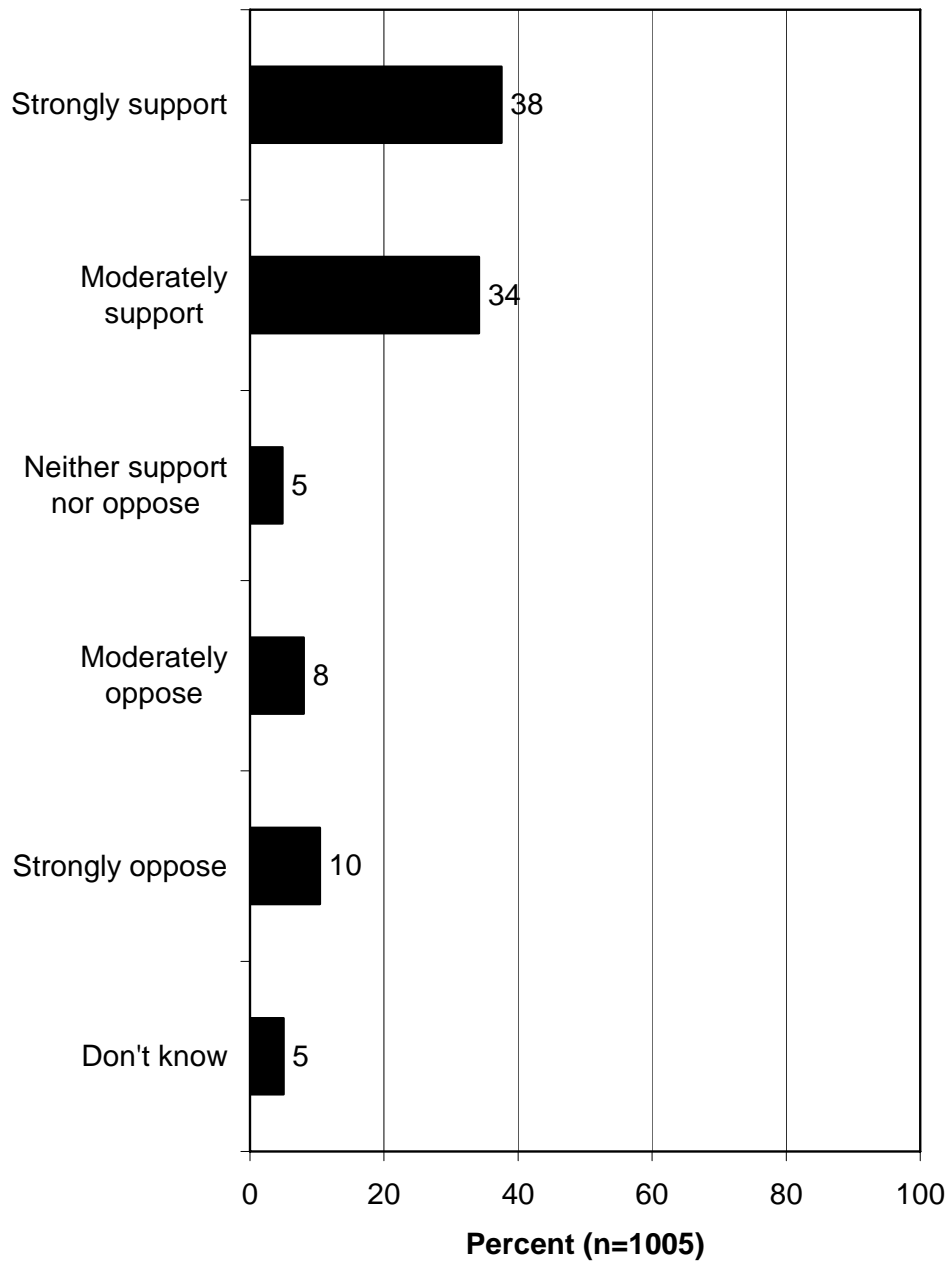
Q143. How do you think the New Hampshire Fish and Game Department is funded?



Q148. Do you agree or disagree that costs for managing wildlife resources in New Hampshire should be paid with specific user fees, such as hunting and fishing licenses?



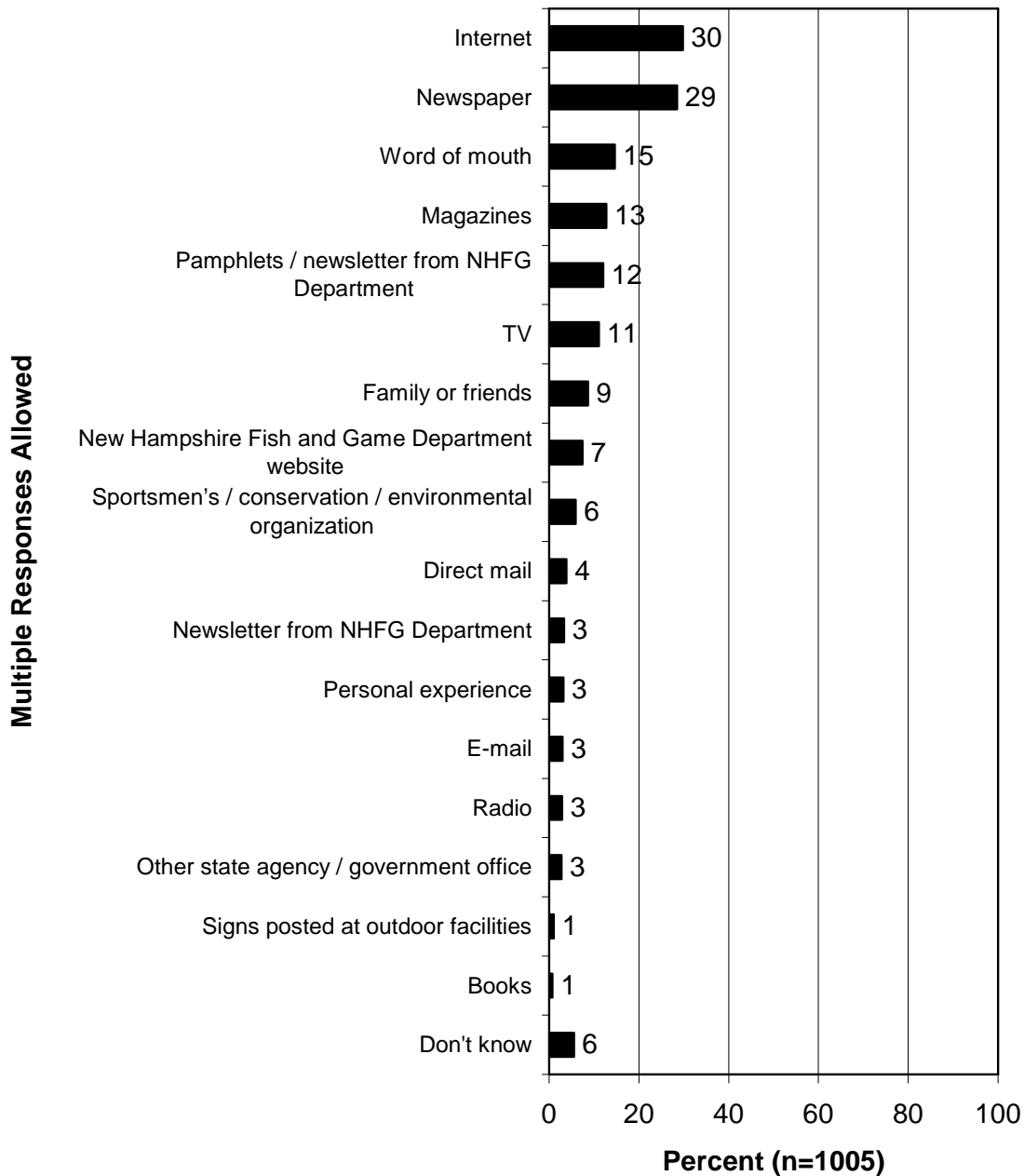
Q149. Would you support or oppose the use of general state tax revenues to conserve wildlife resources in New Hampshire?



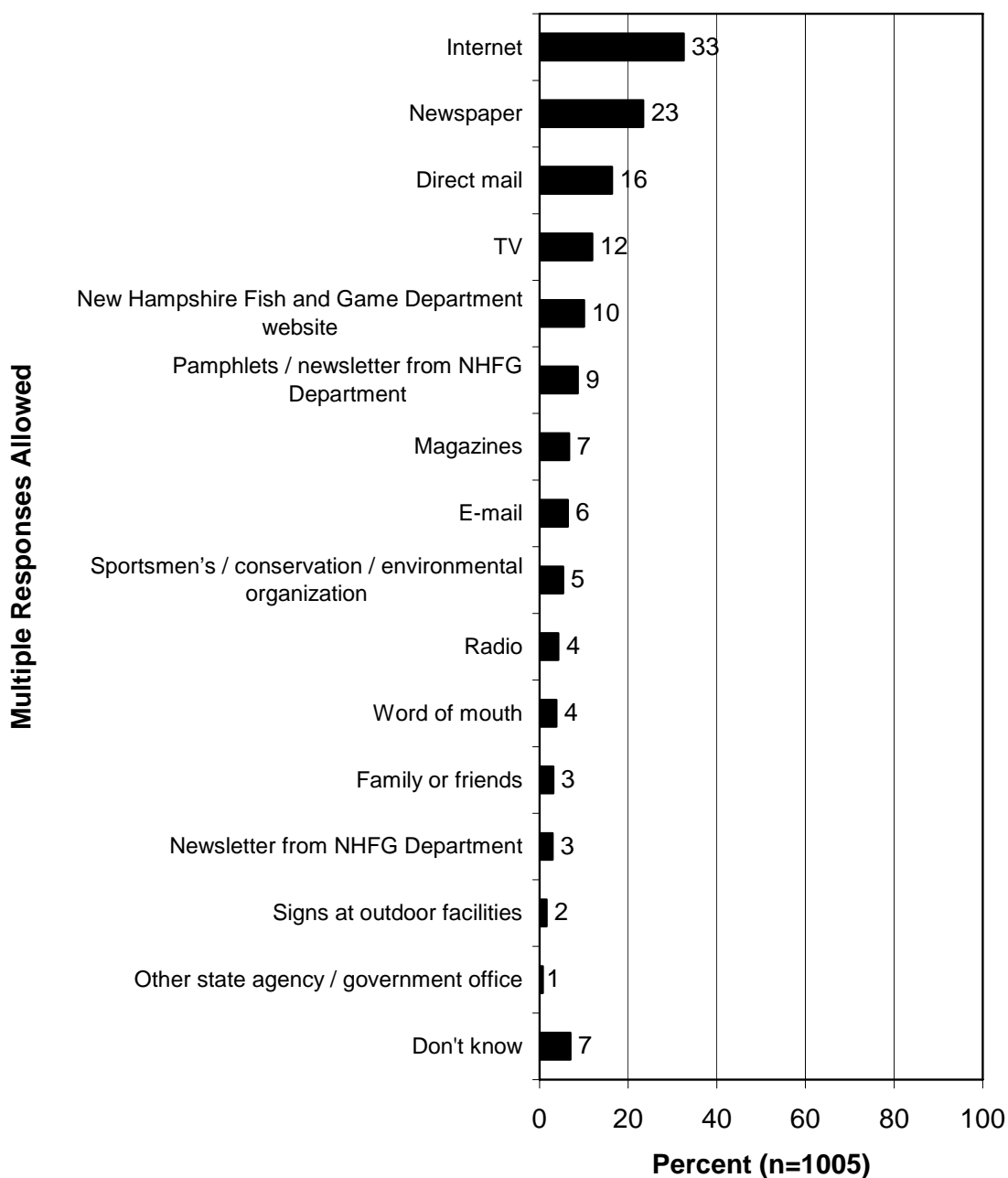
SOURCES OF INFORMATION ABOUT OUTDOOR RECREATION

- The Internet and newspapers are the most popular sources of information about outdoor recreation activities in New Hampshire. Other sources of lesser importance include word of mouth, magazines, pamphlets/newsletters from the Department, and television.
- The Internet, newspapers, and direct mail are the most popular ways that New Hampshire residents say they would like to be provided with information about outdoor recreation activities.

Q168. How do you receive your information about outdoor recreation activities in New Hampshire, such as paddling, hiking, camping, and wildlife viewing?



Q172. What are the best ways to provide you with information about outdoor recreation activities in New Hampshire?



DEMOGRAPHIC DATA

- The ethnic backgrounds of respondents are shown; 91% of New Hampshire residents identified themselves as white/Caucasian.

- Years of residency in New Hampshire among respondents is shown; the mean is 29.1 years.
 - Years of residency in the respondents' *community* is shown, as well, with just under a third (31%) having moved to their current community within the past 9 years. The mean is 21.1 years.
 - The nonparametric analysis found that the following responses are correlated with having lived in his/her community for the mean of 21 years or more:
 - Does not indicate having participated in an outdoor recreation activity in New Hampshire in the past 2 years ($p \leq 0.001$).
 - Does not indicate that outdoor recreation in New Hampshire in general is very important to him/her personally ($p \leq 0.001$).
 - Indicates that it is very important to him/her that people have the opportunity to view wildlife in New Hampshire ($p \leq 0.05$).
 - Indicates knowing a great deal or moderate amount about conservation issues in New Hampshire ($p \leq 0.01$).
 - Feels that the New Hampshire Fish and Game Department is most responsible for managing and conserving wildlife resources in New Hampshire ($p \leq 0.01$).
 - Knows there is a state agency responsible for the management and conservation of wildlife resources in New Hampshire ($p \leq 0.05$).
 - Strongly or moderately agrees with the statement that he/she feels that efforts to preserve wildlife habitat in New Hampshire are adequate ($p \leq 0.05$).
 - Gives a rating of 10 on how important the following fish and wildlife activities should be for the New Hampshire Fish and Game Department: providing educational programs regarding fish and wildlife ($p \leq 0.01$), providing opportunities for the general public to view wildlife ($p \leq 0.05$), and hunter and firearms safety education ($p \leq 0.05$).
 - Gives the New Hampshire Fish and Game Department's performance a rating of 9 or 10 on the following fish and wildlife activities: hunter and firearms safety education ($p \leq 0.001$), providing educational programs regarding fish and wildlife ($p \leq 0.001$), managing non-game fish and wildlife ($p \leq 0.01$), managing fish ($p \leq 0.05$), protecting endangered and threatened species ($p \leq 0.05$), and managing game ($p \leq 0.05$).
 - Strongly or moderately agrees with the following statements: The Department and people like me are attentive to what each other say ($p \leq 0.05$), the Department can be relied on to keep its promises ($p \leq 0.05$), and I would rather work together with the Department than not ($p \leq 0.05$).
 - Does not indicate agreeing that costs for managing wildlife resources in New Hampshire should be paid with specific user fees, such as hunting and fishing licenses ($p \leq 0.001$).

- Receives his/her information about outdoor recreation activities in New Hampshire from the newspaper ($p \leq 0.01$), but does not indicate receiving information from the Internet ($p \leq 0.001$).
 - Has been a New Hampshire resident for the mean of 29 years or more ($p \leq 0.001$).
 - Is age 65 or older ($p \leq 0.001$).
 - Does not have any children, ages 17 or younger, living in his/her household ($p \leq 0.001$).
 - Has less than the median of 3 people living in his/her household, including themselves ($p \leq 0.001$).
 - Does not have a bachelor's degree ($p \leq 0.05$).
- Counties of residence are shown; the leading counties are Hillsborough and Rockingham.
- Most commonly, New Hampshire residents consider their place of residence to be a small city or town (46%). Otherwise, they are about evenly split between considering their place of residence to be rural (27%) or considering it to be a large city or urban area/suburban area (25%).
- The number of people living in households is shown among respondents; the median is 3 people in the household.
- Along these lines, the survey asked respondents to indicate the number of children ages 17 and younger that are living in their household: 41% of them have at least one child living in their household.
 - The nonparametric analysis found that the following responses are correlated with having at least one child, age 17 or younger, living in his/her household:
 - Has participated in an outdoor recreation activity in New Hampshire in the past 2 years ($p \leq 0.001$).
 - Indicates that outdoor recreation in New Hampshire in general is very important to him/her personally ($p \leq 0.001$).
 - Strongly or moderately agrees with the statement that he/she feels that efforts to preserve wildlife habitat in New Hampshire are adequate ($p \leq 0.05$).
 - Strongly or moderately agrees that the New Hampshire Fish and Game Department is doing enough to conserve wildlife resources in New Hampshire ($p \leq 0.05$).
 - Does not give a rating of 10 on how important enforcing fish and game laws and regulations ($p \leq 0.01$), providing conservation education ($p \leq 0.01$), and managing fish ($p \leq 0.05$) should be for the New Hampshire Fish and Game Department, but gives a rating of 10 on how important preserving natural areas should be for the Department ($p \leq 0.05$).

- Gives the New Hampshire Fish and Game Department's performance a rating of 8 or lower in providing educational programs regarding fish and wildlife ($p \leq 0.05$), and a rating of 9 or 10 in preserving natural areas ($p \leq 0.05$).
 - Strongly or moderately agrees with the following statements: Whenever the Department makes an important decision, I know it will be concerned about people like me ($p \leq 0.05$), the Department has the ability to accomplish what it says it will do ($p \leq 0.05$), the Department believes the opinions of people like me are legitimate ($p \leq 0.05$), I can see that the Department wants to maintain a relationship with people like me ($p \leq 0.05$), there is a long-lasting bond between the Department and people like me ($p \leq 0.05$), and I feel that the Department is trying to maintain a long-term commitment to people like me ($p \leq 0.05$).
 - Strongly agrees that costs for managing wildlife resources in New Hampshire should be paid with specific user fees, such as hunting and fishing licenses ($p \leq 0.05$).
 - Receives his/her information about outdoor recreation activities in New Hampshire from the Internet ($p \leq 0.001$), but does not indicate receiving information from the newspaper ($p \leq 0.001$).
 - Has the median of 3 or more people living in his/her household, including themselves ($p \leq 0.001$).
 - Has lived in his/her community for less than the mean of 21 years ($p \leq 0.001$).
 - Is between ages 18-34 ($p \leq 0.001$).
 - Has been a New Hampshire resident for less than the mean of 29 years ($p \leq 0.001$).
 - Lives in Hillsborough County ($p \leq 0.05$).
 - Is between ages 35-64 ($p \leq 0.05$).
- Education levels of New Hampshire residents are shown: 43% have a bachelor's degree, with or without a higher degree.
- The nonparametric analysis looked at gender and age.
- The nonparametric analysis found that the following responses are correlated with being male:
 - Does not indicate that it is very important to him/her that ecologically important habitats and lands in New Hampshire are being protected and preserved ($p \leq 0.01$).
 - Indicates knowing a great deal or moderate amount about conservation issues in New Hampshire ($p \leq 0.001$).
 - Strongly or moderately agrees with the statement that he/she feels that efforts to preserve wildlife habitat in New Hampshire are adequate ($p \leq 0.001$).
 - Feels that the New Hampshire Fish and Game Department is most responsible for managing and conserving wildlife resources in New Hampshire ($p \leq 0.001$).
 - Strongly or moderately agrees that the New Hampshire Fish and Game Department is doing enough to conserve wildlife resources in New Hampshire ($p \leq 0.001$).
 - Is very satisfied with the New Hampshire Fish and Game Department as a governmental agency in New Hampshire ($p \leq 0.01$).

- Strongly agrees with the statement that he/she can make a significant difference in protecting fish and wildlife habitat ($p \leq 0.05$).
- Does not give a rating of 10 on how important the following fish and wildlife activities should be for the New Hampshire Fish and Game Department: preserving natural areas ($p \leq 0.001$), protecting endangered and threatened species ($p \leq 0.001$), providing conservation education ($p \leq 0.001$), managing non-game fish and wildlife ($p \leq 0.01$), and balancing wildlife resource management between consumptive and non-consumptive uses ($p \leq 0.05$).
- Gives the New Hampshire Fish and Game Department's performance a rating of 8 or lower on the majority of the fish and wildlife activities listed (e.g., preserving natural areas; managing non-game fish and wildlife; managing fish) (all at $p \leq 0.05$ or greater significance).
- Indicates that they have a good relationship with the New Hampshire Fish and Game Department by strongly or moderately agreeing with the majority of the statements (e.g., compared to other organizations, I value my relationship with the Department more; I feel very confident about the Department's skills; the Department can be relied on to keep its promises) (all at $p \leq 0.05$ or greater significance), but strongly or moderately agrees with the following statement: In dealing with people like me, the Department has a tendency to throw its weight around ($p \leq 0.05$).
- Does not indicate receiving his/her information about outdoor recreation activities in New Hampshire from the newspaper ($p \leq 0.05$).
- The nonparametric analysis found that the following responses are correlated with being female:
 - Indicates that it is very important to him/her that ecologically important habitats and lands in New Hampshire are being protected and preserved ($p \leq 0.01$).
 - Does not indicate knowing a great deal or moderate amount about conservation issues in New Hampshire ($p \leq 0.001$).
 - Does not indicate strongly or moderately agreeing with the statement that he/she feels that efforts to preserve wildlife habitat in New Hampshire are adequate ($p \leq 0.001$).
 - Does not indicate feeling that the New Hampshire Fish and Game Department is most responsible for managing and conserving wildlife resources in New Hampshire ($p \leq 0.001$).
 - Does not indicate strongly or moderately agreeing that the New Hampshire Fish and Game Department is doing enough to conserve wildlife resources in New Hampshire ($p \leq 0.001$).
 - Does not indicate being very satisfied with the New Hampshire Fish and Game Department as a governmental agency in New Hampshire ($p \leq 0.01$).
 - Does not indicate strongly agreeing with the statement that he/she can make a significant difference in protecting fish and wildlife habitat ($p \leq 0.05$).
 - Gives a rating of 10 on how important the following fish and wildlife activities should be for the New Hampshire Fish and Game Department: preserving natural areas ($p \leq 0.001$), protecting endangered and threatened species ($p \leq 0.001$), providing conservation education ($p \leq 0.001$), managing non-game fish and wildlife ($p \leq 0.01$), and balancing wildlife resource management between consumptive and non-consumptive uses ($p \leq 0.05$).

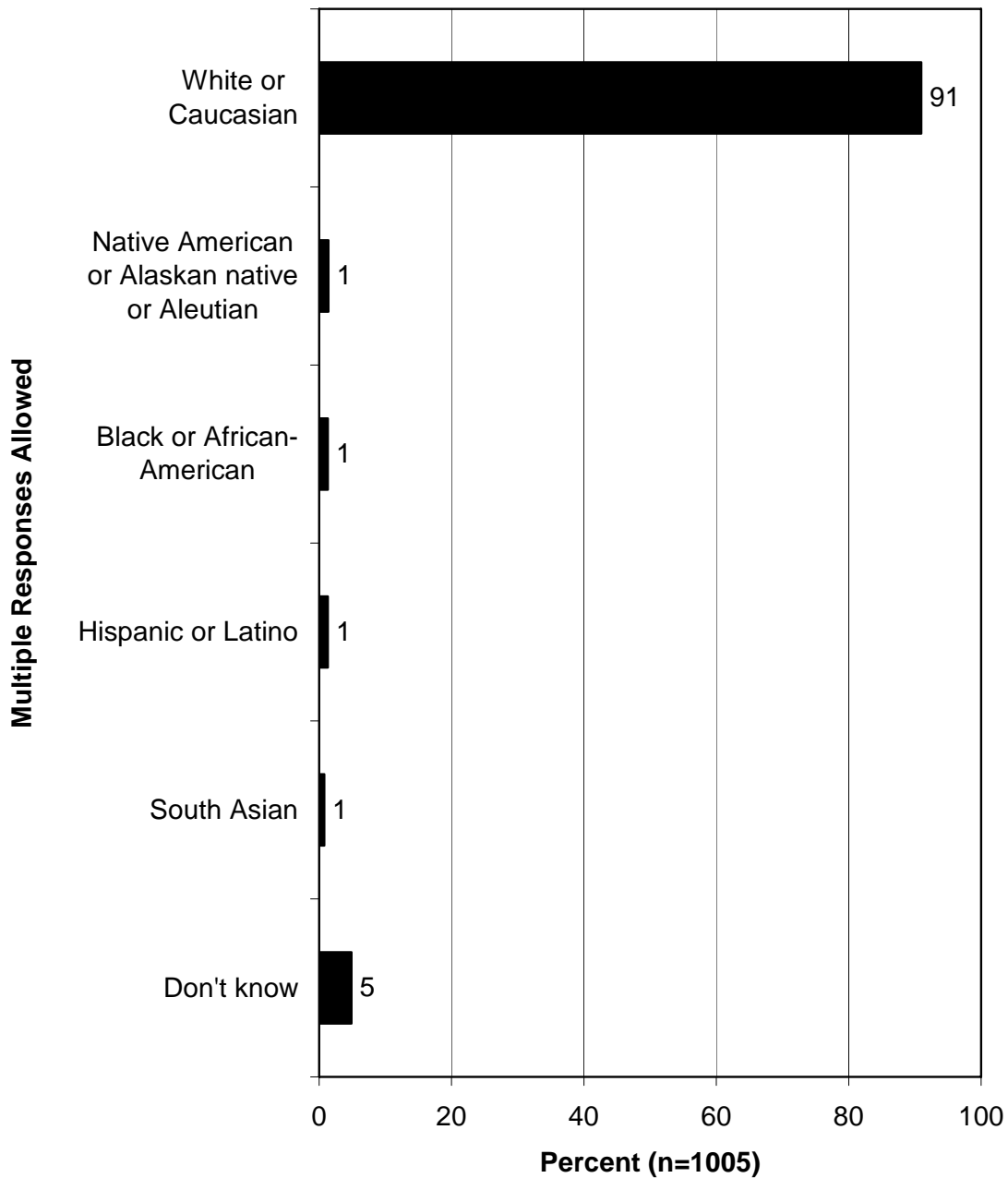
- Does not know what rating to give the New Hampshire Fish and Game Department's performance on the majority of the fish and wildlife activities listed (e.g., managing fish; managing game; protecting endangered and threatened species) (all at $p \leq 0.01$ or greater significance), but gives the Department's performance a rating of 9 or 10 in providing opportunities for the general public to view wildlife ($p \leq 0.05$).
- Does not indicate that they have a good relationship with the New Hampshire Fish and Game Department by not strongly or moderately agreeing with a majority of the statements (e.g., compared to other organizations, I value my relationship with the Department more; I feel very confident about the Department's skills; the Department can be relied on to keep its promises) (all at $p \leq 0.05$ or greater significance), but does not strongly or moderately agree with the following statement: In dealing with people like me, the Department has a tendency to throw its weight around ($p \leq 0.05$).
- Receives his/her information about outdoor recreation activities in New Hampshire from the newspaper ($p \leq 0.05$).
- Lives in Hillsborough County ($p \leq 0.01$).
- The nonparametric analysis found that the following responses are correlated with being between ages 18-34:
 - Has participated in an outdoor recreation activity in New Hampshire in the past 2 years ($p \leq 0.001$).
 - Does not indicate that it is very important to him/her that natural areas exist in New Hampshire for enjoying and experiencing nature ($p \leq 0.01$).
 - Does not indicate that it is very important to him/her that people have the opportunity to view wildlife in New Hampshire ($p \leq 0.05$).
 - Indicates that outdoor recreation in New Hampshire in general is very important to him/her personally ($p \leq 0.05$).
 - Does not indicate knowing a great deal or moderate amount about conservation issues in New Hampshire ($p \leq 0.001$).
 - Does not indicate knowing there is a state agency responsible for the management and conservation of wildlife resources in New Hampshire ($p \leq 0.001$).
 - Does not indicate feeling that the New Hampshire Fish and Game Department is most responsible for managing and conserving wildlife resources in New Hampshire ($p \leq 0.001$).
 - Strongly or moderately agrees that the New Hampshire Fish and Game Department is doing enough to conserve wildlife resources in New Hampshire ($p \leq 0.001$).
 - Does not give a rating of 10 on how important the following fish and wildlife activities should be for the New Hampshire Fish and Game Department: enforcing fish and game laws and regulations ($p \leq 0.001$), managing fish ($p \leq 0.001$), providing conservation education ($p \leq 0.01$), and providing educational programs regarding fish and wildlife ($p \leq 0.05$).
 - Gives the New Hampshire Fish and Game Department's performance a rating of 8 or lower in providing educational programs regarding fish and wildlife ($p \leq 0.01$) and hunter and firearms safety education ($p \leq 0.05$).
 - Indicates that they have a good relationship with the New Hampshire Fish and Game Department by strongly or moderately agreeing with the majority of the statements (e.g., the management of the Department gives people like me enough say in the

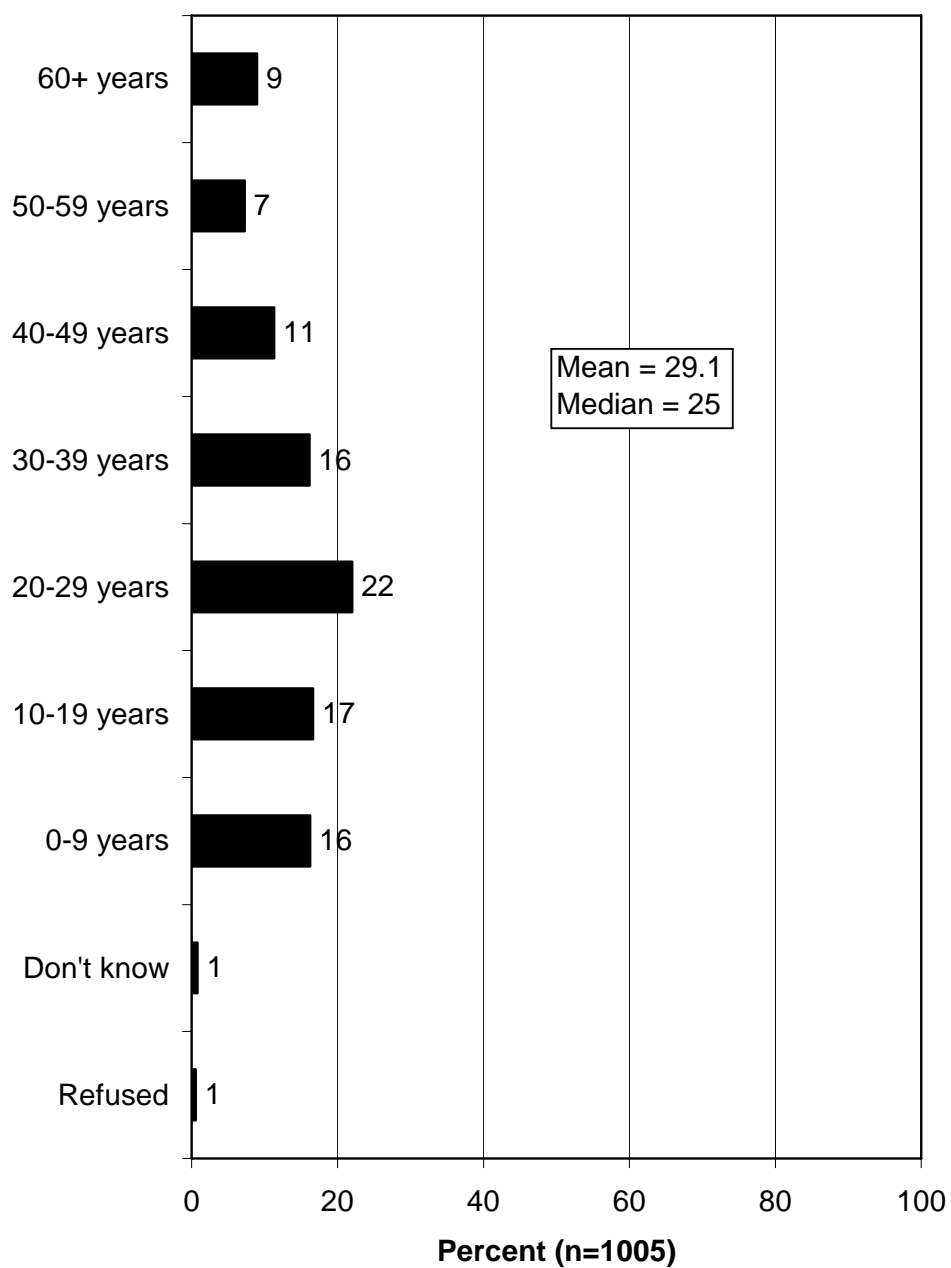
- decision-making process; the Department has the ability to accomplish what it says it will do; I would rather work together with the Department than not) (all at $p \leq 0.05$ or greater significance), but strongly or moderately agrees with the following statement: In dealing with people like me, the Department has a tendency to throw its weight around ($p \leq 0.001$).
- Strongly agrees that costs for managing wildlife resources in New Hampshire should be paid with specific user fees, such as hunting and fishing licenses ($p \leq 0.001$).
 - Does not indicate that he/she thinks funding to conserve wildlife resources in New Hampshire is very important ($p \leq 0.05$).
 - Does not indicate receiving his/her information about outdoor recreation activities in New Hampshire from the newspaper ($p \leq 0.001$).
 - Has been a New Hampshire resident for less than the mean of 29 years ($p \leq 0.001$).
 - Has the median of 3 or more people living in his/her household, including themselves ($p \leq 0.001$).
 - Has at least one child, age 17 or younger, living in his/her household ($p \leq 0.001$).
 - Has lived in his/her community for less than the mean of 21 years ($p \leq 0.001$).
 - Does not have a bachelor's degree ($p \leq 0.001$).
 - Lives in Hillsborough County ($p \leq 0.001$).
 - Considers his or her place of residence to be a large city, urban area, or suburban area ($p \leq 0.01$).
- The nonparametric analysis found that the following responses are correlated with being between ages 35-64:
 - Has participated in an outdoor recreation activity in New Hampshire in the past 2 years ($p \leq 0.01$).
 - Thinks water quality is one of the most important natural resource issues facing New Hampshire over the next 10 years ($p \leq 0.001$).
 - Thinks habitat loss or fragmentation is one of the most important natural resource issues facing New Hampshire over the next 10 years ($p \leq 0.001$).
 - Indicates that it is very important to him/her that natural areas exist in New Hampshire for enjoying and experiencing nature ($p \leq 0.001$).
 - Indicates that it is very important to him/her that people have the opportunity to view wildlife in New Hampshire ($p \leq 0.01$).
 - Indicates that it is very important to him/her that fish and wildlife populations are being properly managed and conserved in New Hampshire ($p \leq 0.05$).
 - Indicates knowing a great deal or moderate amount about conservation issues in New Hampshire ($p \leq 0.001$).
 - Knows there is a state agency responsible for the management and conservation of wildlife resources in New Hampshire ($p \leq 0.001$).
 - Feels that the New Hampshire Fish and Game Department is most responsible for managing and conserving wildlife resources in New Hampshire ($p \leq 0.001$).
 - Does not indicate strongly or moderately agreeing that the New Hampshire Fish and Game Department is doing enough to conserve wildlife resources in New Hampshire ($p \leq 0.01$).

- Gives a rating of 10 on how important managing fish ($p \leq 0.01$) and enforcing fish and game laws and regulations ($p \leq 0.05$) should be for the New Hampshire Fish and Game Department.
- Gives the New Hampshire Fish and Game Department's performance a rating of 8 or lower on the following fish and wildlife activities: managing fish ($p \leq 0.01$), preserving natural areas ($p \leq 0.05$), providing conservation education ($p \leq 0.05$), enforcing fish and game laws and regulations ($p \leq 0.05$), and balancing wildlife resource management between consumptive and non-consumptive uses ($p \leq 0.05$).
- Does not indicate strongly or moderately agreeing with the following statements: The management of the Department gives people like me enough say in the decision-making process ($p \leq 0.001$), the Department has the ability to accomplish what it says it will do ($p \leq 0.001$), whenever the Department makes an important decision, I know it will be concerned about people like me ($p \leq 0.01$), the Department can be relied on to keep its promises ($p \leq 0.01$), the Department and people like me are attentive to what each other say ($p \leq 0.01$), and the Department treats people like me fairly and justly ($p \leq 0.05$).
- Thinks funding to conserve wildlife resources in New Hampshire is very important ($p \leq 0.01$).
- Would strongly support the use of general state tax revenues to conserve wildlife resources in New Hampshire ($p \leq 0.05$).
- Receives his/her information about outdoor recreation activities in New Hampshire from the Internet ($p \leq 0.001$) and the newspaper ($p \leq 0.05$).
- Has a bachelor's degree or graduate degree ($p \leq 0.001$).
- Has been a New Hampshire resident for the mean of 29 years or more ($p \leq 0.01$).
- Has the median of 3 or more people living in his/her household, including themselves ($p \leq 0.01$).
- Lives in Merrimack County ($p \leq 0.05$).
- Considers his or her place of residence to be a rural area ($p \leq 0.05$).
- Has at least one child, age 17 or younger, living in his/her household ($p \leq 0.05$).
- The nonparametric analysis found that the following responses are correlated with being age 65 or older:
 - Does not indicate having participated in an outdoor recreation activity in New Hampshire in the past 2 years ($p \leq 0.001$).
 - Does not indicate that outdoor recreation in New Hampshire in general is very important to him/her personally ($p \leq 0.001$).
 - Does not indicate that it is very important to him/her that fish and wildlife populations are being properly managed and conserved in New Hampshire ($p \leq 0.01$).
 - Does not indicate strongly agreeing with the statement that he/she can make a significant difference in protecting fish and wildlife habitat ($p \leq 0.05$).
 - Does not indicate strongly or moderately agreeing that the New Hampshire Fish and Game Department is doing enough to conserve wildlife resources in New Hampshire ($p \leq 0.05$).
 - Gives a rating of 10 on how important providing conservation education should be for the New Hampshire Fish and Game Department ($p \leq 0.01$).

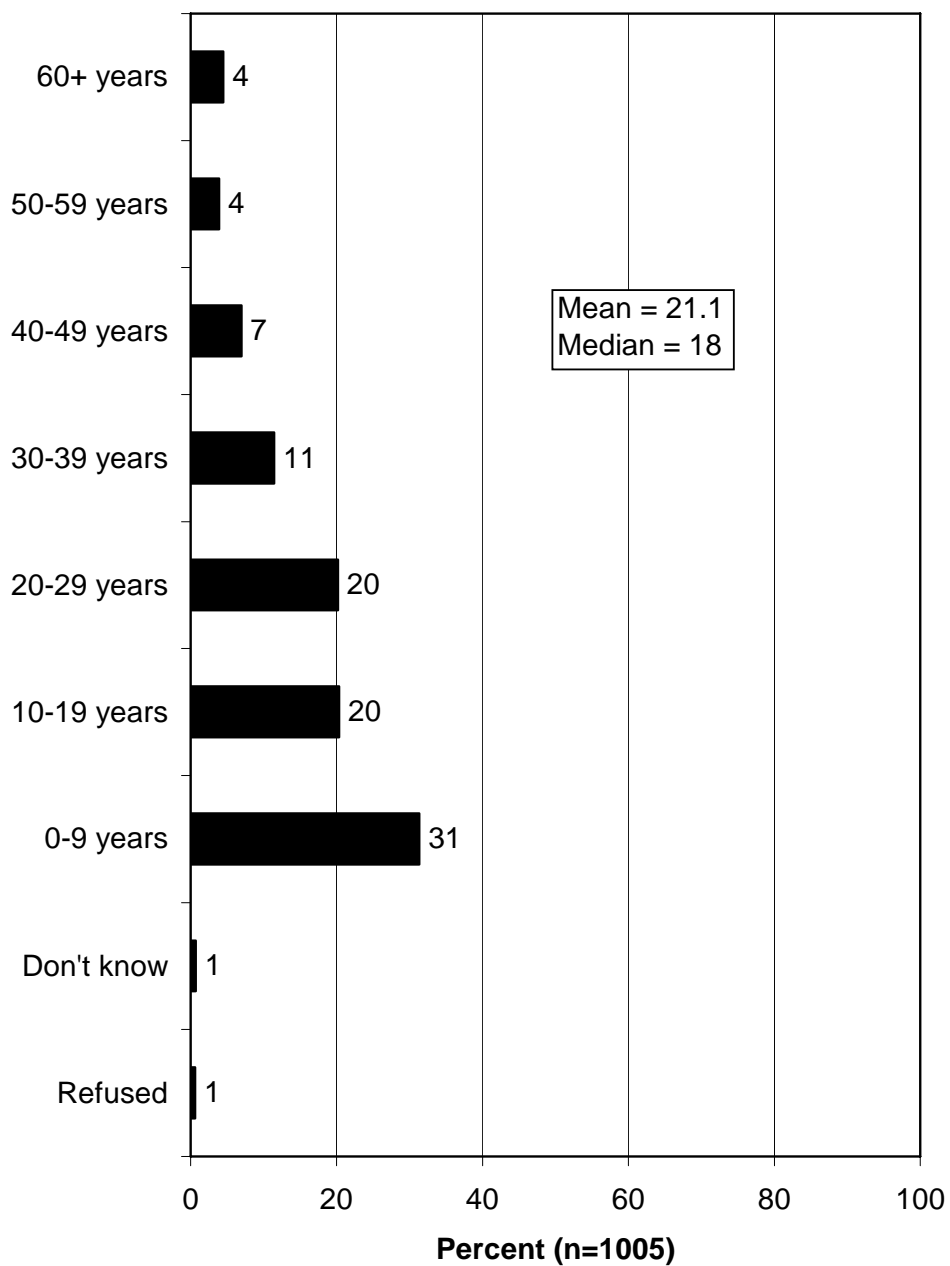
- Does not know what rating to give the New Hampshire Fish and Game Department's performance in hunter and firearms safety education ($p \leq 0.01$), providing educational programs regarding fish and wildlife ($p \leq 0.05$), managing fish ($p \leq 0.05$), or providing opportunities for the general public to view wildlife ($p \leq 0.05$).
- Does not indicate strongly or moderately agreeing with the following statement: I would rather work together with the Department than not ($p \leq 0.01$).
- Does not indicate agreeing that costs for managing wildlife resources in New Hampshire should be paid with specific user fees, such as hunting and fishing licenses ($p \leq 0.01$).
- Does not indicate that he/she would strongly support the use of general state tax revenues to conserve wildlife resources in New Hampshire ($p \leq 0.05$).
- Receives his/her information about outdoor recreation activities in New Hampshire from the newspaper ($p \leq 0.001$), but does not indicate receiving information from the Internet ($p \leq 0.001$).
- Has less than the median of 3 people living in his/her household, including themselves ($p \leq 0.001$).
- Does not have any children, ages 17 or younger, living in his/her household ($p \leq 0.001$).
- Has been a New Hampshire resident for the mean of 29 years or more ($p \leq 0.001$).
- Has lived in his/her community for the mean of 21 years or more ($p \leq 0.001$).

Q192. What races or ethnic backgrounds do you consider yourself, and please mention all that apply?

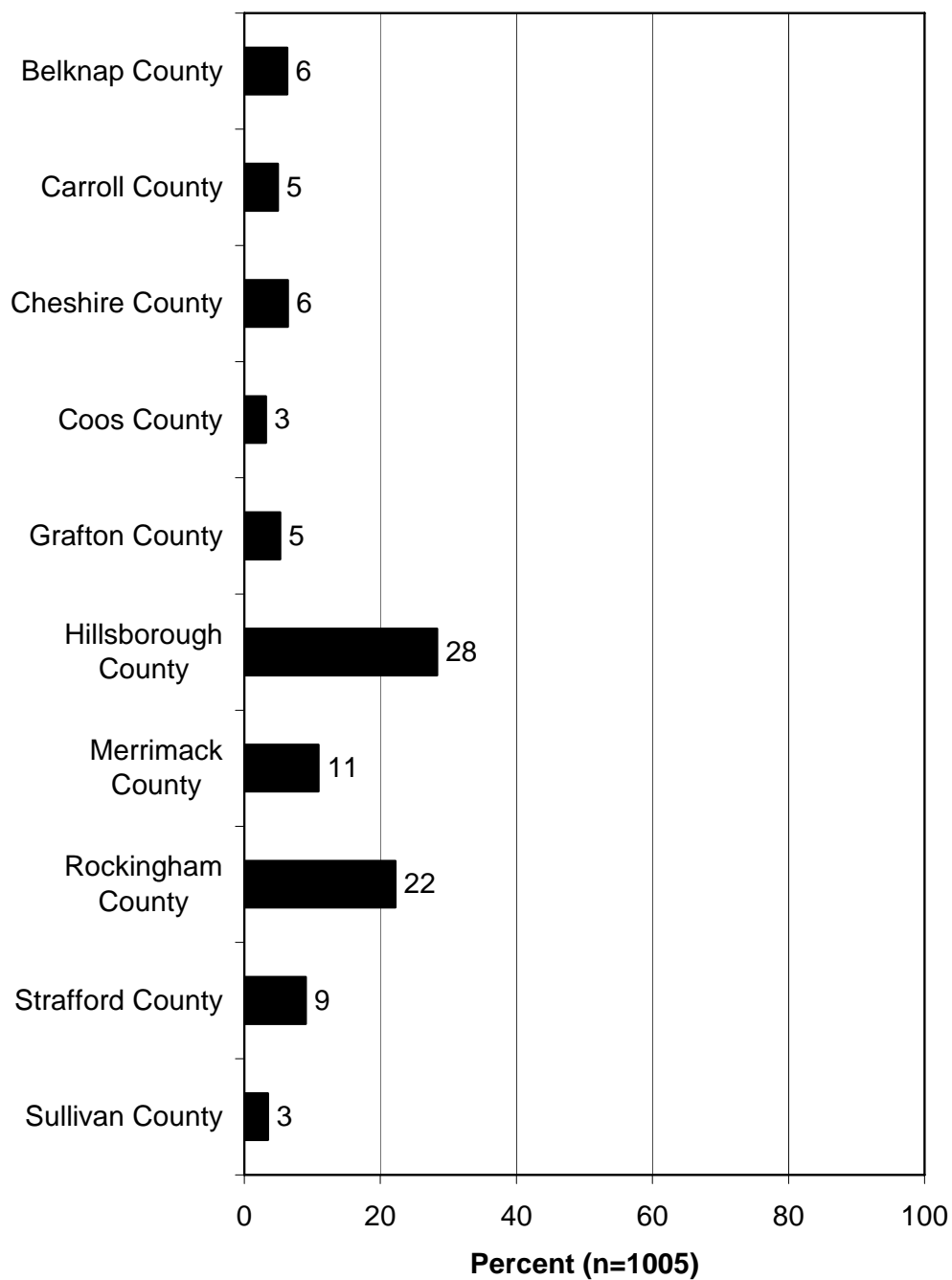


Q177. How many years have you lived in New Hampshire?

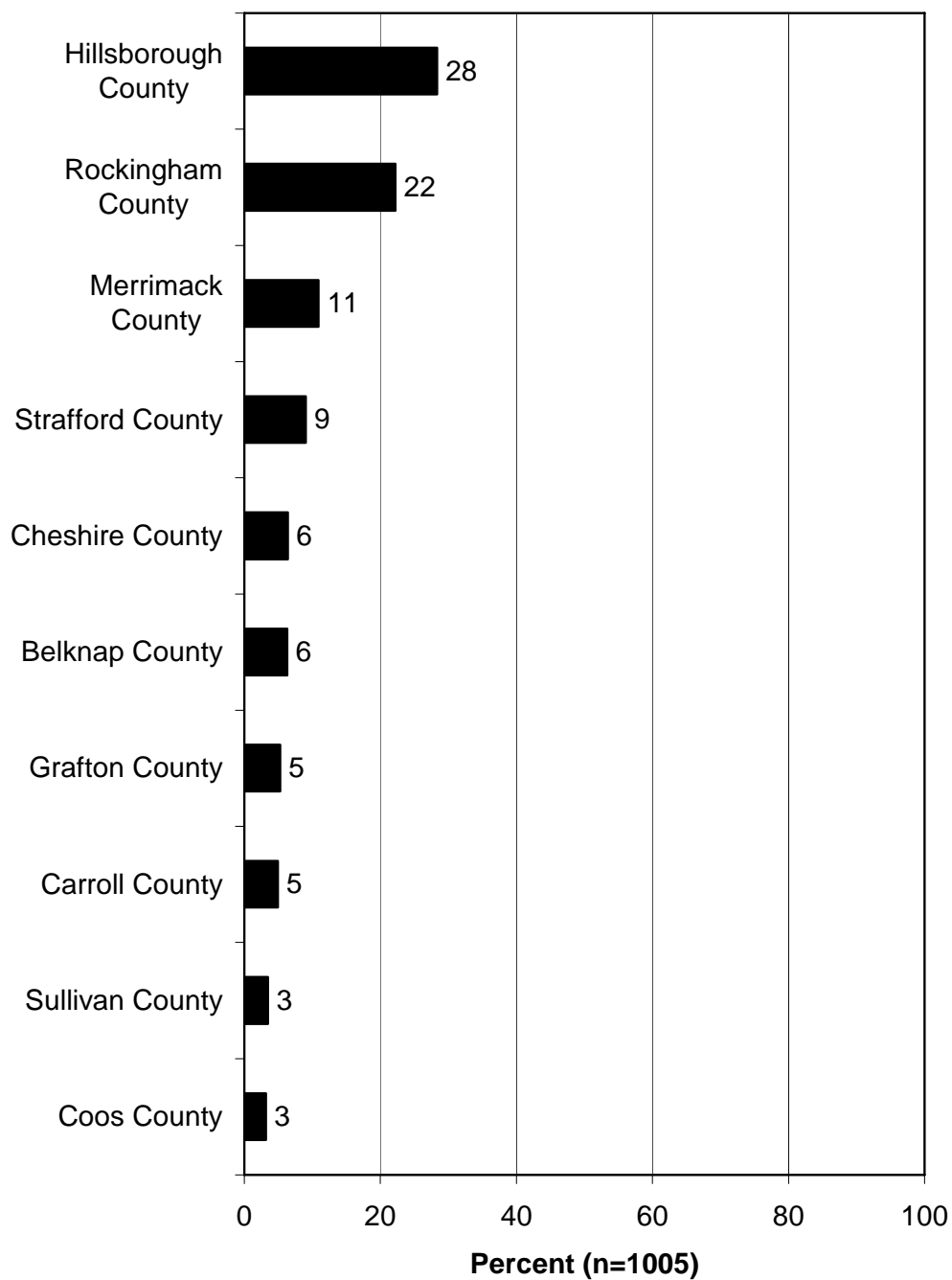
Q181. How many years have you lived in your community?



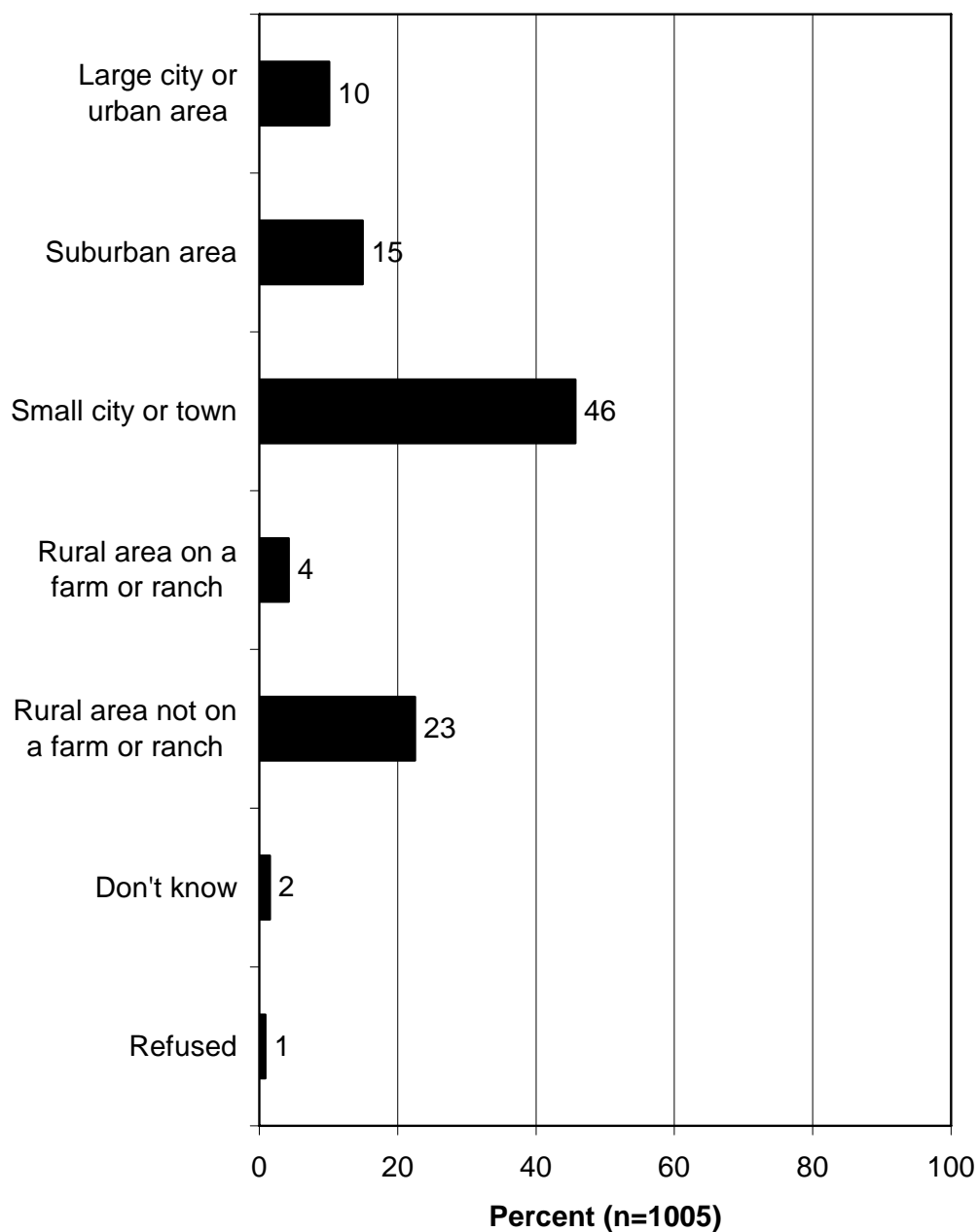
Q180. What county do you live in? (Listed alphabetically.)



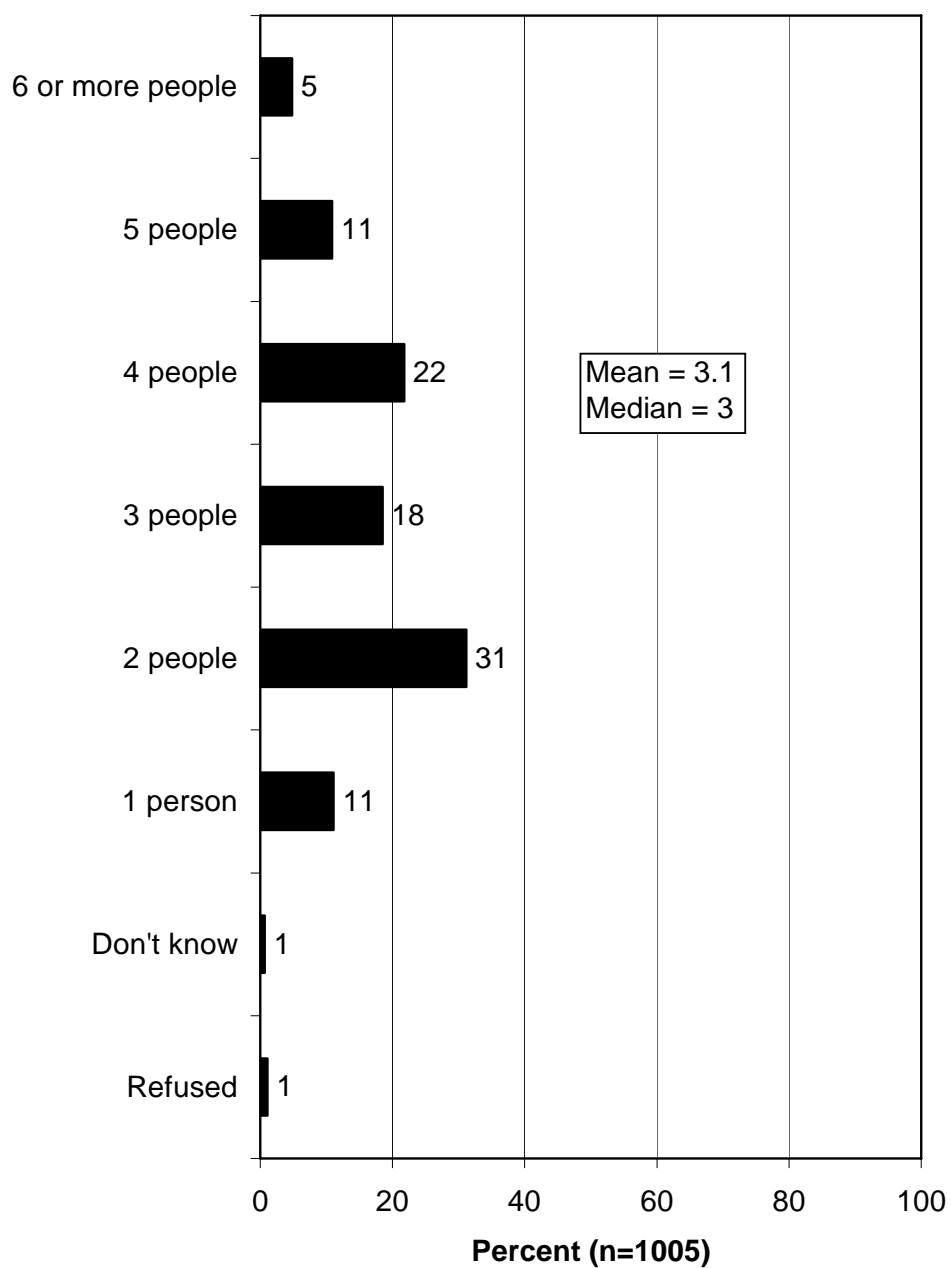
Q180. What county do you live in? (Sorted by percentage.)



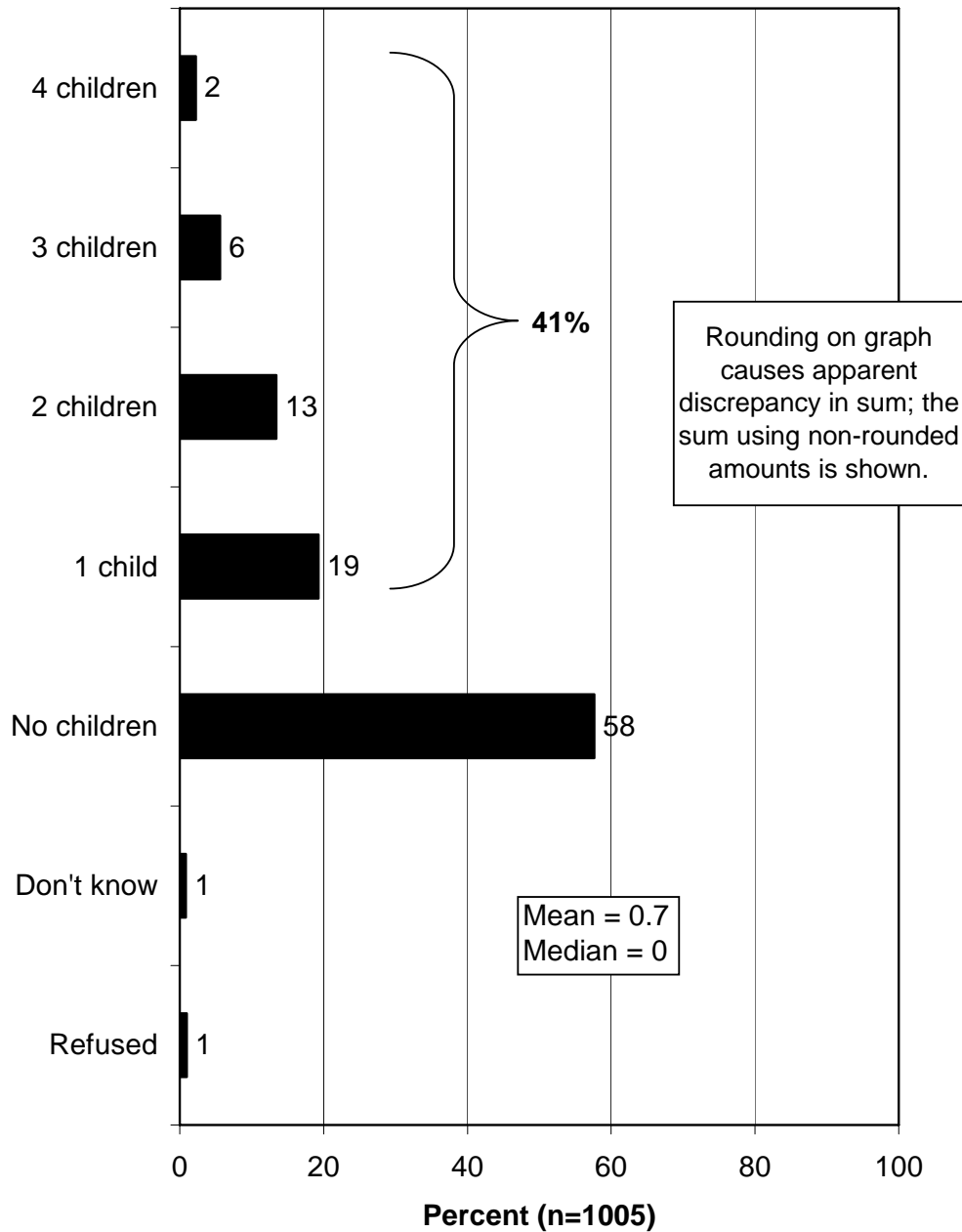
Q184. Do you consider your place of residence to be a large city or urban area, a suburban area, a small city or town, a rural area on a farm or ranch, or a rural area not on a farm or ranch?



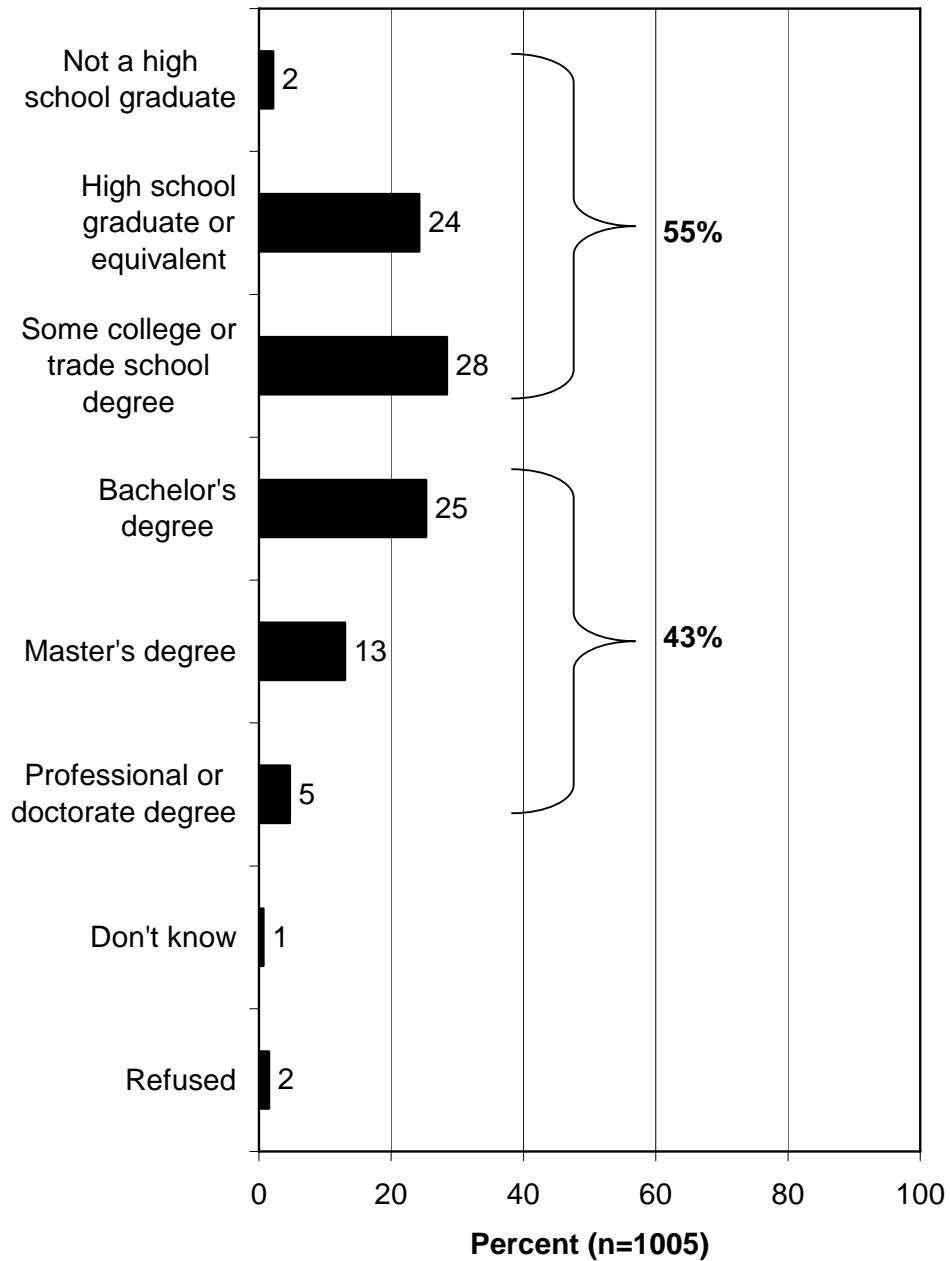
Q185. What is the total number of people living in your household, including yourself?



Q188. How many children, age 17 or younger, do you have living in your household?



Q191. What is the highest level of education you have completed?



ABOUT RESPONSIVE MANAGEMENT

Responsive Management is a nationally recognized public opinion and attitude survey research firm specializing in natural resource and outdoor recreation issues. Its mission is to help natural resource and outdoor recreation agencies and organizations better understand and work with their constituents, customers, and the public.

Utilizing its in-house, full-service, computer-assisted telephone and mail survey center with 45 professional interviewers, Responsive Management has conducted more than 1,000 telephone surveys, mail surveys, personal interviews, and focus groups, as well as numerous marketing and communications plans, need assessments, and program evaluations on natural resource and outdoor recreation issues.

Clients include most of the federal and state natural resource, outdoor recreation, and environmental agencies, and most of the top conservation organizations. Responsive Management also collects attitude and opinion data for many of the nation's top universities, including the University of Southern California, Virginia Tech, Colorado State University, Auburn, Texas Tech, the University of California—Davis, Michigan State University, the University of Florida, North Carolina State University, Penn State, West Virginia University, and others.

Among the wide range of work Responsive Management has completed during the past 20 years are studies on how the general population values natural resources and outdoor recreation, and their opinions on and attitudes toward an array of natural resource-related issues. Responsive Management has conducted dozens of studies of selected groups of outdoor recreationists, including anglers, boaters, hunters, wildlife watchers, birdwatchers, park visitors, historic site visitors, hikers, and campers, as well as selected groups within the general population, such as landowners, farmers, urban and rural residents, women, senior citizens, children, Hispanics, Asians, and African-Americans. Responsive Management has conducted studies on environmental education, endangered species, waterfowl, wetlands, water quality, and the reintroduction of numerous species such as wolves, grizzly bears, the California condor, and the Florida panther.

Responsive Management has conducted research on numerous natural resource ballot initiatives and referenda and helped agencies and organizations find alternative funding and increase their memberships and donations. Responsive Management has conducted major agency and organizational program needs assessments and helped develop more effective programs based upon a solid foundation of fact. Responsive Management has developed websites for natural resource organizations, conducted training workshops on the human dimensions of natural resources, and presented numerous studies each year in presentations and as keynote speakers at major natural resource, outdoor recreation, conservation, and environmental conferences and meetings.

Responsive Management has conducted research on public attitudes toward natural resources and outdoor recreation in almost every state in the United States, as well as in Canada, Australia, the United Kingdom, France, Germany, and Japan. Responsive Management routinely conducts surveys in Spanish and has also conducted surveys and focus groups in Chinese, Korean, Japanese, and Vietnamese.

Responsive Management's research has been featured in most of the nation's major media, including CNN, ESPN, *The Washington Times*, *The New York Times*, *Newsweek*, *The Wall Street Journal*, and on the front pages of *The Washington Post* and *USA Today*.

Visit the Responsive Management website at:

www.responsivemanagement.com